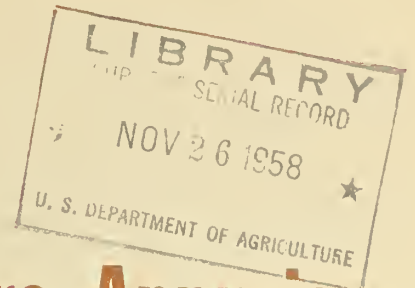


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Marketing Research Report No. 279



Homemakers Appraise **COTTON, WOOL,** and **OTHER FIBERS** in Household Furnishings

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

Marketing Research Division

Washington, D. C.

**Homemakers Appraise
COTTON, WOOL, and
OTHER FIBERS in
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by Daniel B. Levine

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P R E F A C E

This report deals with homemakers' uses of and preferences for cotton and competing fibers. It is one of a series of studies on consumer preferences for farm products, conducted by the Market Development Branch, Marketing Research Division, and is part of a broad program aimed at improving marketing efficiency and expanding markets for farm products. The project was under the general supervision of Trienah Meyers. L. Yvonne Clayton assisted in the analysis.

As part of its overall program to further the consumption of farm products, the Department of Agriculture conducted a nationwide survey in the summer of 1957 on homemakers' use of and attitudes toward fibers for certain household items. The current study, which is an extension of earlier work in this area, indicates what fibers are now in use, who is using them, what homemakers conceive the virtues of the different fibers to be, and what faults need to be corrected.

The results provide industry with basic information regarding the various fibers which may be used to improve the design and structure of the fabrics for household furnishings. Furthermore, information gained by this type of research provides a basis for advertising and educational programs conducted by agricultural producers, manufacturers, and distributors.

The Agricultural Marketing Service had major responsibility for the study, with cooperation and advice from other services in the Department and from the National Cotton Council of America, The Wool Bureau, Inc., Carpet Institute, Inc., the National Federation of Textiles, and the American Rayon Institute.

The data were collected and processed by Crossley, S-D Surveys, Inc., of New York, under contract with the Department of Agriculture.

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November 1958

H I G H L I G H T S

Cotton was the dominant household fiber in terms of ownership and preference for future purchase for living-room draperies, table coverings, bedspreads, bed linen, and scatter rugs, as determined by a national sample survey conducted in the early summer of 1957. For wall-to-wall and room-size carpeting and for blankets, wool was the highest ranking fiber.

Cotton was by far the outstanding fiber owned and preferred for living-room draperies. However, increased interest in fiberglass, Dacron, and nylon was apparent; for each of these fibers, the proportion expressing preference for future purchase exceeded the proportion owning the fiber at the time of the survey. The reverse was true for plastic. The leading appeals for the chosen fiber were ease of care, appearance, and durability.

Some form of soft floor covering is to be found in almost every home. Fifteen percent of the respondents have wall-to-wall carpeting in some room in their homes; 57 percent have room-size rugs; and 61 percent have scatter rugs.

Room-size rugs are found in half of the living rooms of the Nation and about 40 percent of the dining rooms. Scatter rugs are foremost in the bedroom, with about 45 percent of respondents reporting ownership of this type of rug. Wall-to-wall carpeting is found in approximately 14 percent of the living rooms and dining rooms, but in only 4 percent of the bedrooms.

About one-half of the homemakers having cotton wall-to-wall or room-size carpeting in their living rooms, and 4 out of 10 who had this type in their master bedrooms reported purchasing these items after 1954. Comparable figures for wool in these rooms were 2 in 10 for living-room carpets, and 1 in 10 for master-bedroom carpets. A large number of the wool room-size and wall-to-wall floor coverings used in the living room and master bedroom were bought either in 1949 or earlier, while only a small number of cotton floor coverings of these types were purchased during this time.

Outstanding virtues of all of the fibers used for soft floor coverings were durability, ease of care, and appearance. Durability was particularly mentioned by those owning wool; inexpensive cost was a frequently mentioned attribute of cotton.

Selection of cotton as the most desirable bedspread fiber rested almost entirely on its favorable care and laundering characteristics, mentioned by almost 9 homemakers in 10. Considerations of durability and appearance--next in order of mention--were forthcoming from only around 3 in 10.

Wool was the leading fiber for blankets. Cotton was next but was used in a considerably smaller percentage of households. A high degree of importance was placed on fiber in blanket selection with only an eighth of the homemakers saying that fiber was not important.

While about 8 out of 10 homemakers used regular full-size table coverings during the year preceding the study, less than a third used them regularly for dinner. On the other hand, place mats, used by only 1 out of 3, were used regularly for dinner by as large a proportion as used full-size table coverings. More than half used luncheon sets at some time during the year and 23 percent regularly used them for dinner.

Cotton ranked highest in ownership for regular full-sized cloths and luncheon sets, and linen was in second place. Plastic, mentioned by 56 percent of the housewives was first in importance for place mats, with cotton next at 37 percent.

In terms of ownership of the selected household items, the sample of 2,709 translates into 49.5 million households. Some indication of the size of the market for each of the items is given below:

Item	Homemakers who owned	
	Percent	Thousands
Living room draperies -----	64	31,708
<u>Rugs (any soft floor covering)</u>	<u>1/ 81</u>	<u>40,130</u>
Any wall to wall -----	15	7,431
Any room size -----	57	28,240
Any scatter -----	61	30,221
<u>Principal living-room floor covering</u>		
<u>(any soft floor covering) -----</u>	<u>77</u>	<u>38,148</u>
Wall to wall -----	14	6,936
Room size -----	49	24,276
Scatter only -----	14	6,936
<u>Principal master-bedroom floor covering</u>		
<u>(any soft floor covering) -----</u>	<u>63</u>	<u>31,212</u>
Wall to wall -----	4	1,982
Room size -----	18	8,918
Scatter only -----	41	20,313
Bedspreads -----	97	48,057
Bed linen - new sheets -----	50	24,772
<u>Bed covering - blankets -----</u>	<u>1/ 94</u>	<u>46,570</u>
Regular -----	93	46,075
Electric -----	10	4,954
<u>Table coverings -----</u>	<u>1/ 91</u>	<u>45,084</u>
Regular full size -----	82	40,625
Luncheon or bridge sets -----	53	26,257
Sets of place mats -----	30	14,863
Total -----	100	49,543

1/ Percentages add to more than subtotals because of multiple answers.

Homemakers Appraise COTTON, WOOL, and OTHER FIBERS in Household Furnishings

by Daniel B. Levine, project director, Market Development Branch,
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INTRODUCTION

In recent years, marked changes have taken place in the fibers available to the consumer in the household textile market. Between 1950 and 1955, cotton poundage used in household items, which accounted for 72 percent of all fibers in 1950, showed relatively little change; poundage of manmade fibers increased by about 50 percent during this period, from 8.5 percent of the total in 1950 to about 18 percent in 1955. ^{1/} Particular interest, therefore, has centered on the extent of substitution for cotton by manmade fibers in the household textile field, as well as acceptance and experience in use of the different fibers by the consumer.

Sample

The findings reported are based on the responses of 2,709 homemakers and, for the most part, apply only to those items used within the year preceding the survey. Interviews were conducted during June and July 1957.

An area probability design was used to draw a nationwide sample of households to represent all private households in the United States. Interviews were taken with the person in each household who had the primary responsibility for buying and caring for the household furnishings and who was 15 years old or older. It was estimated that there were approximately 49,543,000 private households in the United States at the time of the survey. ^{2/}

^{1/} Textile Economics Bureau. Textile Organon. Supplement October 1957, p. 166.

^{2/} United States Bureau of the Census. Current Population Reports. Series P. 20, No. 76, July 1957.

The sample included 81 primary sampling units and 480 clusters in which households were predesignated for interviewing. A discussion of sampling error is to be found in the appendix.

Interviewers were required to interview in the assigned households only and no substitutions were permitted. Four return calls were made in the largest urbanized areas, and two in all other areas when necessary. Completion of 85.1 percent of the assigned sample was achieved and the average talking time per interview was 37 minutes.

Scope of Study

The survey provides information based on replies given by persons who had used one or more of the following household items during the year preceding the study:

Living-room draperies	Bed sheets
Rugs:	Bed coverings
Wall-to-wall carpeting	
Room-size rugs	Table coverings:
Scatter rugs	Regular full-size tablecloths
Hard-surface floor covering	Luncheon or bridge sets
	Place mats
Bedspreads	

The broad objectives of the study included:

1. Ascertaining the position of cotton, wool, and competitive fibers in each of the above end uses.
2. Examining how and to what extent consumers are reacting to and accepting fibers and fiber blends in each of these household furnishings.
3. Determining consumers' opinions and attitudes toward the fibers used in each item.

Definitions of Household Items Used in This Study

The specific household items covered in this study were defined as follows:

Living-room draperies

Any hangings, pull or side, which are not considered as curtains. The ordinary crisscross or ruffled tieback is not a drapery.

Rugs

Any kind of soft floor covering made from the various fibers.

Wall-to-wall carpeting

Any rug or carpet fastened to floor and extending from wall to wall (excluding any hard-surface floor covering).

Room-size rug

Any rug or carpet that is larger than 4 by 6 feet (excluding hard-surface rugs such as linoleum).

Scatter rug

Any rug that is 4 by 6 feet or smaller (bathmats, cork and linoleum scatter rugs are excluded).

Hard-surface floor covering

Felt-base floor covering as well as linoleum, cork tile, straw or sisal rugs, rubber tile, asphalt tile, or vinyl tile.

Bedspread

A decorative covering spread over the sheet and blanket. Usually not used at night. Comforters, afghans, or quilts are not considered as bedspreads.

Bed coverings

Blankets (regular and electric), quilts, afghans, comforters, puffs (regular bed size), etc. Bedspreads may be included, but carriage and crib blankets are excluded. (Sheets appear as a separate category.)

Table coverings

May be either full-size tablecloths 54 by 54 inches or larger, or luncheon sets or bridge table covers of all kinds, as well as all types of place sets.

Throughout the interviewing, every attempt was made to have fibers identified completely and properly. For mixtures or blends, this involved asking the respondent to specify, if possible, which of the fibers she thought was predominant, and so classifying the item.

In several instances (notably blankets), this approach yielded the following 3 groups:

1. Cotton and wool -- cotton predominant
2. Cotton and wool -- wool predominant
3. Cotton and wool -- predominance unspecified

However, only for blankets was the frequency of replies for each group such as to warrant showing them separately in selected tables referring to this one item.

Specific fibers or mixtures mentioned by less than 50 respondents are generally not shown separately in the detailed tables but, instead, are combined in a single category, "other fibers and mixtures." As a rule, the category is not elaborated upon since the group contains many different fibers; however, some detail is given where the group particularly represented the views of those who have experimented with new fibers or forms of fibers.

The term "fiberglass" as used in this report refers to those materials produced from glass fibers, as reported by homemakers.

CAUTIONS IN INTERPRETING THE DATA

The findings are presented as summaries of the statements made by respondents and are subject to any errors in their beliefs and attitudes. Perhaps more importantly, identification of fabrics and mixtures must definitely be considered as that of the respondents. Since no actual inventory was taken, it is possible that some fabrics referred to singly were, in fact, mixtures of several fibers, the predominant one being the only one volunteered. For other fabrics, the respondent's identification may have been completely in error. What the respondent thinks she has must be considered important in that it affects current attitude and future selection.

The distinction between numbers of owners and quantities owned is important, because a homemaker owning 4 cotton scatter rugs and 1 wool scatter rug would be both an owner of cotton and an owner of wool with her comments carrying equal weight in discussions of the 2 fibers. Where aggregates are shown (that is, the total number of items in use), the actual number of items, as reported by the homemaker, is used as a base for computation.

Aggregates were derived by first summing the number of a given specific item owned by each homemaker, by fiber, for the entire sample and dividing by the number of owners to obtain an "average ownership" figure. The average was

then applied to the projected total of owners in the United States to obtain the overall aggregate ownership. As a final step, the sample aggregate distribution by fiber was projected to the overall aggregate. The object of providing such aggregates was not to indicate the exact level of ownership; to the contrary, the cautions noted above--specifically the memory factor--apply even more strongly to any estimate of aggregate. The intent was to provide a rough measure of both the overall size of the market and the relative order of the fibers owned, which might be of use to industry in sales forecasting and planning.

A study covering the same general area of household textiles was conducted by the Department of Agriculture in 1950 (Opinions of Homemakers Regarding Fibers in Selected Items of Household Furnishings, U. S. Dept. Agr., Mktg. Res. Rpt. No. 26, Nov. 1952). Inferentially, certain broad comparisons may be arrived at in an examination of the various reports. However, questioning techniques were different and subject matter varied widely. The 1950 study was conducted by the Department's own staff; the 1957 study was done under contract. Even more importantly, the definitions of identical items have changed over time as new and different fibers were placed into use. For this reason, caution is suggested in any attempt to relate the results of the studies. A comparison of results of the two studies is shown in the appendix.

DRAPERIES

About two-thirds of the homemakers in the United States had used draperies in their living rooms within the year preceding the study. On the average, homemakers owned and had used 2.6 pairs of living-room draperies; thus, the 31.7 million owners had a total of some 82.4 million sets of living-room draperies in use during the year preceding the survey. Altogether, among owners of living-room draperies,

23 percent	had 1 pair
36 percent	had 2 pairs
18 percent	had 3 pairs
15 percent	had 4 pairs
8 percent	had 5 or more pairs.

Use of draperies was somewhat higher among those in the upper income groups and those with some high school or college training. Incidence of use was also more extensive in cities of over 2,500 population and among women 30 to 64 years of age (table 13).

Fibers owned.--Cotton, mentioned by 4 homemakers in 10, was the most widely used fiber. Other fibers mentioned by sizable proportions of women were cotton and rayon mixtures, and rayon (each used by 2 in 10) and plastic (1 in 10). Draperies made of other fibers, such as fiberglass, silk, nylon, linen, and Dacron, were each reported by only 2 in 100 or less (table 14).

The use of cotton draperies was somewhat higher among those with more education; usage of rayon was greatest among middle and upper income families and those living in large communities. On the other hand, plastic draperies were found more often among families outside large cities, and particularly among those with lower incomes and with less formal education (table 15).

In commenting on the type of draperies, a majority of the homemakers indicated that their draperies were opaque (that is, the draperies obscured light and objects). The range was from 9 in 10 owning cotton draperies to 6 in 10 for those owning rayon or rayon mixtures. The highest incidence of ownership of semisheer draperies was recorded for rayon and rayon mixtures (3 in 10); less than 1 in 10 owned sheer draperies irrespective of fiber content (table 16).

Fibers preferred.--Cotton was the outstanding fiber preferred for living-room draperies. Some 4 homemakers in 10 selected cotton as their choice for the next purchase. Approximately equal proportions--1 in 10--mentioned rayon, rayon and cotton mixtures, and fiberglass. A similar percentage of homemakers were undecided as to just what fiber they would next select for living-room draperies, possibly because of a "wait and see" attitude toward the various new fibers that are currently being merchandised.

A comparison of the different fibers owned and those preferred for the next purchase further suggests that consumers are becoming aware of and showing interest in experimenting with the new synthetic fibers. For example, only 2 percent of the homemakers currently own fiberglass draperies; some 9 percent, however, chose fiberglass as their preferred fiber for the next purchase. Similarly, nylon draperies and Dacron draperies were each preferred by 5 percent but owned by only 1 percent. These possible shifts appear to be at the expense of rayon and rayon mixtures (including cotton and rayon) and plastic draperies, which are preferred by roughly half as many as own them (table 14).

Many factors seemed to influence women's preferences for specific fibers. The outstanding attribute of both cotton and fiberglass, for example, was ease of care and laundering, followed far down the line by appearance and durability. Ease of care in cotton meant such things as "it washes easily," "colorfast," "easy to care for," and "holds its shape." Proponents of fiberglass, on the other hand, were heaviest in their praise of "its needing a minimum of or no ironing--it can be washed and drip dried." In appearance, both cotton and fiberglass "hang well, require no lining, and look nice." Appearance was as important as ease of cleaning to those choosing cotton mixtures or rayon and rayon mixtures as their preferred fiber. Emphasis was placed on the fact that these materials "drape properly, hang well, require no lining, and are attractive"(table 17).

Summarizing the four major appeals for the leading preferred fibers:

Of those who preferred cotton--

80 percent liked some aspect of its care
and laundering characteristics

38 percent liked its appearance

35 percent mentioned its durability and
wearing qualities

15 percent considered it economical.

Of those who preferred cotton mixtures (including cotton and rayon)--

63 percent spoke of care and laundering

57 percent mentioned appearance

31 percent referred to durability

20 percent liked its weight.

Of those who preferred fiberglass--

93 percent spoke of care and laundering

35 percent mentioned appearance

12 percent liked its weight

9 percent considered it durable.

Of those who preferred rayon or rayon mixtures--

61 percent mentioned care and laundering

61 percent liked its appearance

28 percent found it durable

18 percent spoke of its weight.

Criticism of the preferred fibers was restricted. Nine-tenths of those choosing cotton had no criticism of the fiber. The major complaints of the remaining 10 percent were "not colorfast, fades and discolors," "doesn't hold its shape," and "not dressy or formal, too gaudy" (tables 18 and 19). Of

those who preferred rayon and rayon blends, about 1 in 7 disliked something about the fiber. Criticisms were that "they had to be dry-cleaned and that they don't drape or hang well." The major disadvantages cited for fiberglass were its price and the fact that "it cracks and splits."

RUGS AND CARPETS

Virtually every household in the United States has some type of hard or soft floor carpeting in one or more of the rooms. ^{3/} More than 8 in 10 homemakers have soft floor covering in their homes; only 4 percent report having no floor covering in any room. Altogether,

61 percent have scatter rugs in one or more of their rooms

57 percent have room-size rugs

15 percent have some wall-to-wall carpeting

51 percent have hard-surface floor covering (such as linoleum, asphalt tile and similar materials, etc.) in some room of their home.

Use of wall-to-wall and room-size floor coverings increased directly with size of city. Thus, homemakers in cities of 1 million or more are twice as likely to have wall-to-wall carpeting as homemakers in small communities under 2,500 population. For room-size rugs, the comparable proportions are 64 percent in the largest metropolitan areas and 48 percent in small communities.

Income and education also appear to be extremely important factors in the use of either wall-to-wall carpeting or room-size rugs. Homemakers in the upper income group, for example, were more than 4 times as likely to have wall-to-wall carpeting in their homes (27 percent, compared to 6 percent for the lower income group). Similarly, 71 percent of those with some college training owned 1 or more room-size rugs; the comparable proportion for homemakers having only grade school training was 44 percent. This pattern also holds true for scatter rugs--usage increases directly with income and education.

Just the opposite is observed for hard-surface floor coverings. Usage is highest in the smaller communities and among homemakers with less income and relatively little formal education (table 20).

^{3/} For purposes of this section the discussion on rugs and carpets was restricted to the dining room, living room, bedrooms, den, library, and so on. Specifically excluded were the kitchen, hallways, stairs, recreation room, basement, and attic.

Use by room.--Before discussing the use of rugs or carpets by room, a word is in order concerning the extent to which the different rooms are found in homes in the United States. According to the survey, virtually all homes have a living room and a master bedroom. About 83 percent have more than one bedroom, ranging from 75 percent of the homes occupied by those in the lower income groups to 89 percent for the upper income groups. Dining rooms are found in about half of the homes, again closely related to family income. And, finally, only 17 percent of the respondents lived in houses containing rooms other than those mentioned above. The following discussion is restricted to those homes containing the particular room (table 21).

Room-size rugs are used more often in living and dining rooms than any other type of floor covering (50 percent of living rooms and 42 percent of dining rooms). Scatter rugs are next in importance in living rooms (31 percent), followed by hard-surface floor coverings (22 percent), and finally wall-to-wall carpeting (14 percent). In the dining rooms, hard-surface floor coverings are used by almost as many homemakers (32 percent) as used room-size rugs; wall-to-wall carpeting and scatter rugs are each used by about 14 percent. Families above the lowest income level report the highest incidence of use for all three of the soft floor coverings in living and dining rooms, with special emphasis on the use of wall-to-wall carpeting indicated by the very highest income families.

Scatter rugs take the lead for soft floor covering in both the master bedroom and all other bedrooms, used by almost 5 homemakers in 10. Hard-surface coverings (used by about 3 in 10) ranked second for these rooms, followed by room-size (19 percent) and wall-to-wall (4 percent). Use of all the various soft floor coverings was higher among the upper income group; hard-surface coverings were more widely used among lower income households (table 21).

Fibers owned.--Wool is the outstanding fiber for both wall-to-wall (82 percent) and room-size (84 percent) floor coverings. Cotton was mentioned by about 1 homemaker in 8 for each type. Cotton, however, takes the lead for scatter rugs (owned by some 81 percent), with wool second (37 percent). Nylon, rayon, and other fibers are mentioned infrequently for all 3 types of rugs or carpeting, as are the various mixtures and blends (table 22).

Fiber identification is a direct function of the homemakers' knowledge. In rugs and carpets in particular, the prestige factor of certain fibers, such as wool, for example; the many new blends or mixtures now available, and the resulting uncertainty of the respondent as to which fibers are present, much less, predominant; the difficulty the layman has in identifying fibers by sight and the relatively long time between purchases--all these suggest the need for caution in attempting to relate this information to other available statistics on household inventories and production of rugs and carpets, by fiber content.

Wool rugs and carpeting are found extensively irrespective of changes in size of city, income, or education. The only noticeable difference is that the use of wool room-size rugs increases with age, rising from about 71 percent for homemakers under 30 years of age to 94 percent for those 65 years old or over. Cotton floor coverings, on the other hand, are more prevalent among younger homemakers with somewhat higher incomes and with more than a grade school education (tables 23 and 24).

For scatter rugs, cotton is used somewhat more widely in cities of less than 1 million and among homemakers under 45 years of age. Conversely, the use of wool scatter rugs is higher among older homemakers, reaching a peak of 58 percent for those 65 years and over, as compared with less than 30 percent for those less than 45 years old (table 25).

In addition to obtaining information on which fibers are owned, the study included questions on the numbers of each type of rug to be found in the household.

Aggregating the results for all households, the average number of floor coverings per household was found to be 5.4. The average user of each type had --

1.9 wall-to-wall rugs

2.1 room-size rugs

4.8 scatter rugs.

Of the total number of soft floor coverings in use during the preceding year, more than 40 percent were made of wool, according to the survey. An additional 49 percent were of cotton, 2 percent were of cotton and wool, and 1 percent each were other wool mixtures, rayon, other cotton mixtures, and nylon.

The predominance of wool is even more striking when the types of floor covering are examined separately. Around 80 percent of all wall-to-wall or room-size rugs are of wool; some 1 in 10 are made of cotton. Out of every 10 scatter rugs, 7 are cotton and 2 are made of wool.

A further indication of the size of this market may be obtained if it is described in absolute rather than relative terms. As indicated earlier, there were an estimated 49.5 million private households in the United States at the time of the study, resulting in some 40 million households with soft floor coverings. With the average number of rugs per household shown above, these figures yield inventory estimates of 14.5 million wall-to-wall carpets in use, 59.1 million room-size rugs, and 145.5 million scatter rugs, or an aggregate total of around 219 million rugs or carpets in use during the year preceding the study (table 1).

Table 1.--Aggregate ownership of soft floor coverings, by type and fiber

Fiber	Wall-to-wall floor covering		Room-size floor covering		Scatter rugs	
	Percent	Thousands	Percent	Thousands	Percent	Thousands
<u>Total</u> -----	<u>100</u>	<u>14,497</u>	<u>100</u>	<u>59,094</u>	<u>100</u>	<u>145,536</u>
Wool -----	78	11,308	80	47,275	24	34,929
Wool mixtures -----	2	290	2	1,182	1/*	--
Cotton -----	10	1,450	9	5,318	69	100,420
Cotton and wool -----	1	145	2	1,182	1	1,455
Other cotton mixtures	1	145	1	591	2	2,911
Rayon -----	2	290	1	591	1	1,455
Straw, grass, sisal, etc. -----	*	--	3	1,773	*	--
Nylon -----	2	290	*	1,773	1	1,455
All other fibers and mixtures -----	4	580	2	1,182	2	2,911

1/ Asterisk denotes less than 1 percent.

Living-Room Rugs

The two rooms studied for rugs and carpets were the living room and the master bedroom. The discussion was restricted to the principal type of soft floor covering found in each room. Altogether, 76 percent of the homemakers had some type of soft floor covering in the rooms they considered as their living rooms. Approximately 14 percent had wall-to-wall carpeting, about the same proportion as had scatter rugs only; the remaining 49 percent had room-size rugs in their living rooms.

Soft floor coverings in the living room were much more common in communities of 2,500 or more persons, among those with higher incomes, and those with more than a grammar school education. Homemakers in the middle years (30 to 65 years) were more likely to have a soft floor covering in the living room.

Use of the larger floor coverings in general follows the pattern obtained for overall use. In the largest areas, wall-to-wall rugs are found in 20 percent of the households and room-size rugs in 54 percent of the households.

About 8 percent report scatter rugs as the only floor covering. In the smaller cities, ownership of wall-to-wall coverings decreases to 9 percent and that of room-size rugs falls to 40 percent, whereas usage of scatter rugs rises to 18 percent. Ownership of wall-to-wall carpeting was highest in the 30- to 65-year age group; that for room-size rugs reached a peak among those 45 years and over; the use of only scatter rugs in living rooms was most extensive among younger homemakers.

The use of wall-to-wall carpeting was in direct ratio to income and education, being more than twice as high in the middle income group, for example, as in the lowest, and twice as high again among the highest income group. Incidence of use of room-size rugs, on the other hand, showed the greatest difference between the lowest group and the middle group for both education and income (table 26).

Fibers owned.--Wool (owned by 8 in 10), definitely ranked first in living-room floor coverings, both for wall-to-wall and room-size rugs. Cotton and cotton mixtures (reported by 1 in 10) ranked second. No other single fiber was mentioned by more than 2 percent (table 27). Age appeared to be a major determinant in the use of wool room-size rugs as opposed to cotton: Ownership of wool rugs ranged from 67 percent among homemakers under 30 years of age to 93 percent among those over 65 years. The reverse was true for cotton room-size rugs: Some 16 percent of the homemakers under 30 years of age owned cotton (about double the overall proportion owning cotton) as compared with only around 4 percent of the group 45 years old and over (tables 28 and 29).

Where scatter rugs were used as the principal living-room floor covering, the outstanding fiber was cotton, mentioned by almost 8 in 10. An additional 5 percent said their scatter rugs were made of cotton mixtures. Following cotton came wool and wool mixtures (owned by 1 in 4); manmade fibers were found in fewer than 5 percent of the households (table 30).

Patterns of use.--Again, restricting the discussion to the principal soft floor covering found in living rooms, by far the greatest number of owners retained the same room-size floor covering the year round (93 percent). Of the 7 percent who removed the rug during some part of the year, more than three-fourths mentioned summer as the season for a change. Less than half reported use of another rug as a replacement; the principal reasons for not using another rug were to make the room seem cooler and to save work in cleaning (table 31).

A majority (76 percent) of those owning either wall-to-wall or room-size rugs made of wool indicated that their rugs were woven, while cotton rugs were reported as predominantly tufted (67 percent) (table 32).

Over two-thirds of the newer fibers and of the wool blends were purchased since January 1955. Cotton ranks next in recency of purchase, with 47 percent of respondents reporting purchases between January 1955 and the

summer of 1957; cotton blends follow with 36 percent reporting purchases. Wool is last in this respect; only 2 in 10 homemakers had bought wool rugs or carpets in the specified period (table 33).

The median age of rugs in use gives some indication of recent consumer acceptance of fibers other than wool for rugs and carpeting:

<u>Fiber</u>	<u>Median age</u>
Wool -----	6 years
Cotton -----	3 years
Cotton mixtures -	3 years
Wool mixtures ---	2 years

About half of the owners said their living-room floor coverings were purchased ready-cut; some 42 percent indicated their rugs were cut from a roll at the time of purchase.

Attitudes toward fibers.--Among owners of wall-to-wall and room-size floor coverings, 96 percent of those having wool or wool blends were satisfied with the way the rug had worn, 90 percent being completely satisfied and the remaining 6 percent reasonably so. Homemakers who owned cotton rugs appeared to have more reservations concerning their satisfaction. In all, some 74 percent expressed complete satisfaction. On the other hand, the 15 percent who were fairly satisfied were more than double the comparable proportion indicated for wool; similarly, 9 percent of those owning cotton were not satisfied at all with the way the rug had worn, compared with 3 percent of those with wool (table 34).

When asked what they liked about their living-room floor coverings, owners of wool spoke most favorably of characteristics dealing with care and durability. Next in order came appearance, performance, and comfort. More than 6 in 10 mentioned one or more attributes concerning care, the most frequent being resistance to soil, ease of cleaning, and colorfastness. The fact that wool wears well was also important to some 6 respondents in 10. The wide variety of colors and designs available in wool were other attributes which pleased some 3 in 10.

Cotton was rated highly by its owners for many of the same reasons given for wool--care (soil resistant, ease of cleaning), durability (wears well), and appearance (wide color range). One major difference, however, was that durability was a much more important factor in the use of wool (56 percent of the owners of wool stressed durability as compared with 37 percent of those owning cotton). On the other hand, about 25 percent considered cotton inexpensive and economical; only 2 percent mentioned price in talking about wool (table 35).

not
mul.

Similar questions were asked of homemakers who used only scatter rugs in their living rooms. For those who owned cotton, its care and laundering characteristics were overwhelming reasons for using it. Cotton is first of all "washable"--"it washes easily and it can be laundered in a washing machine." These and similar reasons were forthcoming from almost 8 women in 10. Next, the low cost of cotton--it is cheap and economical to use (mentioned by 2 in 10)--and, finally, it comes in a wide variety of colors and wears well (1 in 10).

Wool scatter rugs were favored by 6 in 10 for their soil resistance, color fastness, their ability to clean well with a vacuum cleaner, and the fact that they wash easily. Durability of wool was also a major factor, along with its appearance (looks nice) and performance (stays in place on the floor, doesn't slip or slide). Finally, housewives said that, unlike cotton, wool scatter rugs give warmth to the floor (table 36).

About two-thirds of the owners of room-size or larger living-room floor coverings made of wool had no adverse criticism; of those owning only scatter rugs made of the same fiber, about one-half registered no complaints. Among the remainder, the greatest number commented on some aspect of care, the principal complaint being "it doesn't stay clean long."

Larger floor coverings made of cotton were the object of the largest proportion of unfavorable comments. More than 6 in 10 owners expressed dissatisfaction with one or more features, as compared with close to half of those who had cotton scatter rugs in their living rooms. Performance was a major problem among both groups, complaints being that the nap of the larger floor coverings does not stay fluffy and the rug lints, and that scatter and room-size rugs tend to slip and slide. Some elements of care--chiefly, lack of soil resistance--was also mentioned by many homemakers (tables 37 and 38).

Everyday care.--Overall, only about 1 in 10 of the owners of either wall-to-wall or room-size coverings had difficulty in the everyday cleaning of their rugs or carpets. Owners of wool rugs reported the lowest incidence of difficulty. Only 8 percent said they had encountered difficulties, whereas 29 percent whose floor coverings were of cotton, 23 percent who owned other fibers, and 18 percent of those owning one of the blends reported some difficulty. More than half who mentioned having day-to-day cleaning problems with wool said it "shows soil, spots, doesn't stay clean long, and the color shows soil." This same difficulty was the one most frequently mentioned in regard to the blends and, to a lesser degree, for cotton and other fibers. The other leading cleaning problems with cotton were expressed as "mats, nap flattens out, doesn't fluff up, and difficult to vacuum" (tables 39 and 40).

Special cleaning.--Homemakers were also asked whether their rugs had been cleaned commercially or self-cleaned. About one-half of those possessing wall-to-wall carpeting and just under two-thirds of those with room-size living-room rugs reported having their rugs either cleaned commercially or self-cleaned in the home.

Among owners whose large floor coverings have been cleaned by methods other than those used day by day, special self-cleaning of the entire rug in the home was done by about 7 out of 10 owning wall-to-wall carpeting and by slightly more than 6 out of 10 owning room-size rugs. This method of cleaning was more commonly used than commercial cleaning either inside or outside the home, for all fibers and blends except cotton (tables 2 and 41).

Table 2.--Use of the various cleaning methods, by type of floor covering and fiber

Method of cleaning	Type of floor covering		Fiber	
	Wall to wall	Room size	Wool	Cotton
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Special self-cleaning in home	72	64	66	55
By commercial firm in home --	27	2	7	3
By commercial cleaners outside -----	18	48	42	57
Number who have used one or more of the cleaning methods -----	192	819	846	72

Owners who had used the various methods of cleaning for wool floor coverings expressed complete satisfaction with the results as follows: 85 percent, special self-cleaning in the home; 83 percent, outside commercial firms; and 74 percent, cleaning done in the home by a commercial firm (table 42). For cotton, the greatest percentage of complete satisfaction was expressed by those who had used outside commercial firms.

The principal complaint made regarding the self-cleaning method was "rug not thoroughly clean." Outside commercial cleaning was said to cause rugs to lose shape, shrink, or stretch (table 43). The major criticism of commercial cleaning in the home was "spots, stains didn't come out."

Wool floor coverings in wall-to-wall or room-size were cleaned more frequently by the self-cleaning method than by commercial firms--37 percent of the owners using this method reported having self-cleaned their rugs at least twice during the past year, a few as many as 9 times. In comparison, only 2 percent had used any form of commercial cleaning more than once in the same period (table 44).

Fibers preferred.--Before discussing homemakers' fiber preference for rugs and carpeting, a word is in order concerning the composition of the group from whom this information was obtained. In addition to those possessing either wall-to-wall or room-size floor coverings, a number of homemakers having only scatter rugs on their living-room floors are included.

Homemakers in this latter group were first asked to indicate the type of floor covering they would be most likely to select at the time of next purchase (table 45). Out of each 10 homemakers having only scatter rugs at present in their living rooms,

- 4 preferred scatter rugs
- 4 indicated that wall-to-wall was their choice
- 2 favored room-size rugs.

Those indicating a preference for either wall-to-wall or room-size rugs were then asked their fiber preference. These are included in the following discussion.

The fiber preferred for living-room floor covering by those who own or would now select wall-to-wall or room-size carpeting is wool. About two-thirds of the homemakers selected this fiber. As a measure of the feeling toward wool for carpeting, no other fiber was preferred by as many as 1 homemaker in 10. Nylon was selected by 7 percent, and cotton and cotton mixtures by 8 percent. As many as 10 percent of the homemakers were unable or unwilling to select a preferred fiber, perhaps because their curiosity has been aroused by the new fibers or forms of fibers now available and they may be postponing their judgment until they have more information on these fibers. A further step in this direction would seem to be indicated by a comparison of ownership and preference. Wool, for example, although owned by some 83 percent, is preferred by only 65 percent. Conversely, nylon is preferred by 7 percent of the homemakers and owned by 1 percent (table 27).

The popularity of wool was based primarily on its durability--"wears well, durable, nap doesn't wear off"--mentioned by 7 in 10 of those selecting this fiber as their preferred choice. Far down the line were such other attributes as "looks nice," and "easy to clean."

More than 7 out of 10 would select nylon because of its care and laundering characteristics, while nearly 6 in 10 gave the same reason for preferring cotton. Ease of cleaning was frequently mentioned for both fibers; for cotton, 20 percent liked its washability. Both fibers had adherents because no moth problem is involved, and 3 out of 10 felt favorably toward

cotton because of its lower price (table 46). Summarizing the 4 major appeals for the leading fibers:

Of those who preferred wool--

- 72 percent considered it durable
- 38 percent liked its care and
laundrying characteristics
- 23 percent favored its appearance
- 11 percent mentioned its performance.

Of those who preferred nylon--

- 72 percent mentioned its care and
laundrying characteristics
- 50 percent commented on durability
- 20 percent liked its appearance
- 20 percent considered it presented
no moth problem.

Of those who preferred cotton--

- 59 percent spoke of its care and
laundrying characteristics
- 32 percent commented on its durability
- 30 percent considered it economical
and inexpensive
- 20 percent liked its appearance.

Generally, a smaller proportion of those preferring the blends disliked something about their choice than was true of those preferring specific fibers. Only 5 percent of those who said they would select wool blends or cotton blends voiced some criticism of their selection; the corresponding percentage for wool was 13 percent, for cotton 19 percent, and for nylon 16 percent (table 47).

Over half of those who expressed dislikes of wool mentioned danger from moth damage (table 48). The leading criticism of cotton was that it "mats, nap flattens out, doesn't stay fluffy," and of nylon, that it is "too expensive."

Master-Bedroom Rugs

The use of soft floor coverings for master bedrooms stood at 63 percent with--

41 percent having scatter rugs
18 percent owning room-size rugs
4 percent reporting wall-to-wall rugs.

The largest proportion of those using rugs or carpets in the master bedroom was found among homemakers living in the larger cities, with better incomes and higher education. In general, scatter rugs show the same pattern of ownership, except that they are used to the same extent irrespective of size of city. Use of room-size rugs in master bedrooms appears to increase with the age of homemakers; scatter rugs are more widely used by the middle age groups (table 26).

Fibers owned.--The various fibers were found in somewhat the same proportions in master-bedroom rugs as in living-room rugs. Wool leads the fiber parade for large floor coverings, followed by cotton, although cotton is about twice as popular for use in bedrooms as in living rooms (tables 3 and 27).

Table 3.--Ownership of master-bedroom rugs, by type and fiber

Fiber	Wall to wall	Room size	Total
	Percent	Percent	Percent
Wool -----	61	81	77
Cotton -----	24	9	12
Other fibers, mixtures or blends -----	13	9	10

Ownership of large wool bedroom rugs rises steadily from a low of 55 percent among young homemakers under 30 years of age to 85 percent among the oldest age group. The reverse is true among those with cotton rugs; ownership is highest in the youngest age group and falls steadily thereafter. Income and education are also factors in the use of cotton rugs; the higher the income or level of education, the larger the proportion of respondents reporting cotton rugs in use in the master bedroom (table 49).

For scatter rugs (the most popular master-bedroom soft floor covering), about 8 homemakers in 10 owned cotton. Wool, mentioned by some 17 percent, was next, followed by rayon (2 percent), and nylon (1 percent).

Younger homemakers and those living outside the large urban centers appeared to use cotton scatter rugs most extensively in master bedrooms; the use of wool, on the other hand, increased with size of city and age of homemaker. The use of wool was also affected to a greater extent by increased income and amount of formal education than the use of cotton (table 50).

Patterns of use.--One of the suppositions concerning the use of a room-size or larger master-bedroom floor covering has been that often such a floor covering is not purchased directly for use in this room. The results of this study would tend to support this assertion for room-size rugs. In all, only about half of those who had room-size rugs in the master bedroom had purchased them for use in this room. Some 48 percent had originally used the rugs in another room, usually the living room. More than 3 in 10 of those having wall-to-wall carpeting indicated the purchase was made with the master bedroom in mind; the remainder first used the carpeting in some other room, again the living room almost exclusively (table 51).

An examination of the age of the rugs used in master bedrooms tends to confirm some of the relationships discussed earlier. Of the large wool floor coverings, only about 10 percent were purchased after 1954; 82 percent were bought before that date, with 57 percent purchased during 1949 or earlier. On the other hand, about 40 percent of the cotton wall-to-wall or room-size rugs were purchased after 1954 and 50 percent were bought before that date, with only 9 percent bought in 1949 or earlier. Similarly, about half of the floor coverings of fibers other than cotton or wool dated from 1954. The median age of all large wool rugs or carpets in master bedrooms was 8 years; the median age for cotton was about 2-1/2 years, and for other fibers and mixtures, approximately 2 years (table 33).

Attitudes toward fibers.--Nine-tenths of the owners of wool wall-to-wall or room-size rugs said they were completely satisfied, and another 7 percent were fairly satisfied. Almost three-fourths of the owners of wool had only praise to offer. Favorable comments were varied, but durability stood out predominantly, particularly the ease of cleaning wool and its soil-resistant and colorfast properties. Appearance and comfort of wool were also important attributes.

Unfavorable comments indicated some homemakers' dissatisfaction with problems of caring for wool--"not soil resistant" or "doesn't clean easily." Other homemakers objected to the nap coming off and said their rugs had not worn well.

Cotton was in a less favorable position than wool. Among owners of the larger cotton bedroom rugs, as many as 6 in 10 were completely satisfied, but some 15 percent were "not satisfied at all with the way the rug has worn"--or about 7 times as many as felt this way about wool. Only 35 percent had only complimentary remarks to offer concerning cotton for bedroom rugs.

Ease of care was the outstanding positive attribute of cotton, with major emphasis on "it washes easily." The wide variety of colors in which it can be

purchased was next in importance, followed by its inexpensive price and, finally, durability and wearing qualities.

Other negative qualities of cotton included its lack of soil resistance and the everyday difficulty of cleaning it with a vacuum cleaner. Housewives also said that cotton becomes matted, the nap flattens out and does not stay fluffy, it shows footmarks, and, finally, cotton does not stay in place on the floor (tables 34, 35, and 37).

Among those who have only scatter rugs in their master bedrooms, cotton, the most common fiber, received almost unanimous approval (90 percent) for its washability. A poor second by comparison was appearance, mentioned by 2 in 10, followed by price and durability (table 36).

The major criticism of cotton scatter rugs was that they do not stay in place on the floor--they slip and slide. Minor objections were registered regarding the lack of soil resistance, and a tendency to discolor or fade as a result of washing (table 38).

Many of the favorable comments about cotton were also forthcoming for wool, although the emphasis was somewhat different. Some 6 in 10 mentioned care and laundering of wool, using such terms as "washes easily," "is soil resistant," and cleans well with a vacuum cleaner. Homemakers who chose wool said that it is durable, it lies flat on the floor and does not slip or slide, and also gives warmth or makes the floor warmer (table 36).

About 7 in 10 owners of wool scatter rugs had no criticism to make. A few said that wool was not washable and had to be dry-cleaned; lack of soil resistance was another complaint, as was the inability of the scatter rug to stay in place on the floor (table 38).

Fibers preferred.--As with living-room floor coverings, the following discussion includes homemakers who owned room-size or wall-to-wall rugs as well as those who had only scatter rugs in the master bedroom but preferred the larger type (table 45). In all, among those with scatter rugs,

72 percent preferred only scatter rugs

15 percent indicated wall-to-wall as
their next purchase

11 percent selected room-size as the
next choice.

In selecting a preferred fiber for master-bedroom carpeting, either wall-to-wall or room-size, a majority (54 percent) chose wool. Cotton was next (around 15 percent), followed by nylon and hard-surface floor coverings such as linoleum rugs (each about 7 percent); an additional 7 percent failed to specify preference.

A comparison of preference with ownership suggests a possible downgrading of wool in terms of future purchases, particularly for room-size rugs. Some 81 percent currently own wool; only 55 percent select it as the fiber they would buy currently. Nylon has gained favor (practically none own it but 7 percent would buy it now), as have hard-surface floor coverings, such as linoleum and other felt-base rugs or asphalt and related tile. Cotton received a mixed reaction--increased favor among those with room-size rugs and decreased favor among those with wall-to-wall rugs (table 27).

Homemakers who preferred wool for bedroom rugs again gave durability as the main reason, followed by cleaning characteristics and appearance. Nylon was also preferred for bedroom rugs because of its durability and ease of cleaning. As with living-room rugs, the fact that cotton is inexpensive and economical, as well as being washable, led to its selection as a preferred fiber (table 46). Summarizing, the four major appeals of the leading fibers are:

Of those who preferred wool--

63 percent mentioned durability

34 percent referred to care and
laundrying characteristics

21 percent liked its appearance

19 percent spoke of comfort.

Of those who preferred cotton--

54 percent referred to its care and
laundrying characteristics

28 percent spoke of it as economical

26 percent liked its appearance

18 percent mentioned durability.

Of those who preferred nylon--

45 percent spoke of durability

38 percent mentioned care and
laundrying characteristics

15 percent liked its appearance

14 percent referred to it as mothproof.

Only a few respondents offered criticisms of wool. The proportions mentioning dislikes were 7 percent for wool, 15 percent for cotton, and 9 percent for nylon (table 47). Moth damage was the major complaint offered for wool; for cotton, criticism included performance--it mats, flattens, and slips on the floor--and lack of soil resistance (table 48).

BEDSPREADS

As many as 97 percent of the homemakers in the United States had used bedspreads during the preceding year, and each owned an average of 4.1 bedspreads. More than 7 in 10 use the same kind of spread the year around. Among those who change spreads seasonally, slightly over half mentioned that they change for summer, about a half indicated winter, and one-fifth said they changed during the other seasons. About 1 homemaker in 3 indicated that she changes spreads for different occasions, such as company or just for variety, irrespective of season (tables 52 and 53).

Use of bedspreads is almost universal, irrespective of socio-economic differences such as age of homemaker or size of city. Among the very small number of nonusers, the general reasons given included "don't want to be bothered; sleep on studio or wall bed, and use other types of bedding instead."

Fibers owned.--An overwhelming percentage of homemakers (98 percent) own cotton spreads. Far down the line came rayon, mentioned by 12 percent; at the extreme were cotton and rayon blends, silk, and nylon, all mentioned by 2 percent or less (table 54). Variations in use were not noted among the owners of cotton bedspreads; rayon, however, was a bit more popular in larger communities and among higher income groups (table 55).

Double bedspreads were much more common than single spreads among homemakers; 92 percent had 1 or more double bedspreads, and 48 percent owned 1 or more single spreads.

The tufted type of spread was found to be the most popular in use; 85 percent of the women owned tufted spreads, and 63 percent had the woven type.

The average number of bedspreads per owner obtained from the survey was 4.1. Applying this figure to the estimated 48.1 million owners results in an aggregate inventory of 197 million bedspreads in use in the year preceding the survey. Of these, 132 million were double spreads; some 65 million were single width.

The position of cotton in this area of household textiles is even more striking when the aggregates are examined. Of the total number of spreads in use between approximately mid-1956 and mid-1957, some 92 percent, or 181 million, were said to be made of cotton. Rayon, estimated at close to 10 million, was the nearest competitor (table 4).

Table 4.--Aggregate ownership of bedspreads, by size and fiber

Size and fiber	Bedspreads owned	
	Percent	Thousands
<u>Total</u> -----	<u>100</u>	<u>197,034</u>
<u>Size</u>		
Double -----	67	132,012
Single -----	33	65,021
<u>Fiber</u>		
Cotton -----	92	181,270
Cotton and rayon -----	1	1,970
Rayon -----	5	9,852
Silk -----	1	1,970
Not ascertained -----	1	1,970

Care and cleaning.--Washing is by far the preferred method of caring for cotton spreads. Nine-tenths of the owners of cotton spreads report washing at home; close to half do so about once a month or more often. Less than 1 in 10 uses a commercial laundry, and only 3 in 100 mentioned dry-cleaning. For rayon spreads, washing and dry-cleaning are used about equally (table 56). Rayon spreads are washed on the average about once every 2 or 3 months; they are dry-cleaned an average of once a year or less (tables 5 and 57).

Table 5.--Frequency of cleaning bedspreads, by method used and fiber

Frequency of cleaning	Method of care					
	Wash at home		Commercial laundry		Dry-clean	
	Cotton	Rayon	Cotton	Rayon	Cotton	Rayon
	Percent	Percent	Percent	Percent	Percent	Percent
More than 6 times a year -----	49	32	30	--	5	3
6 times a year -----	12	9	9	--	--	1
2 to 5 times a year --	39	33	51	--	31	30
Once a year or less often -----	4	19	12	--	50	52

Fibers preferred.--Cotton was foremost in preference, as in ownership. Almost 9 homemakers in 10 expressed a preference for cotton bedspreads. Rayon was selected by 3 percent, nylon by 2 percent, and silk by 1 percent (table 54).

The favorable attitudes toward cotton undoubtedly reflect evident satisfaction. The majority of responses (9 in 10) referred to desirable care and laundering characteristics of cotton--it washes easily, washes well, can be washed at home, a minimum of ironing required. Other important attributes were its favorable wearing qualities and its attractive appearance.

Although preferred by only a small proportion, both rayon and nylon impressed homemakers with their appearance--they look nice and pretty. Further, rayon is considered dressy or rich and expensive looking, and it is soil resistant. Other attributes of nylon are that it washes easily, dries quickly, and needs little or no ironing (tables 6 and 58).

Table 6.--Summary of major reasons for fiber preferred in bedspreads

Reasons	Cotton	Rayon	Nylon
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Total preferring fiber</u> ---	<u>100</u>	<u>100</u>	<u>100</u>
Care and laundering ----	87	46	88
Durability -----	32	12	20
Appearance -----	26	69	46
Performance -----	9	13	16

Two categories stood out as the focus of dissatisfaction expressed by the 1 homemaker in 10 having some negative reactions to cotton. These were performance, first; and care and laundering, second. Major under performance was "linty, sheds lint or fuzz." "Lack of colorfastness" and "doesn't hold shape, stretches or shrinks" were the features relating to care and laundering (table 59). Rayon drew the largest proportion of negative comments, mainly dealing with its lack of durability and wrinkle resistance. Dissatisfaction with nylon had to do with performance--"wrinkles easily and doesn't lie smoothly."

Altogether, the extent of dissatisfaction with the preferred fiber was as follows: Cotton, 10 percent expressed dissatisfaction; rayon, 31 percent; nylon, 18 percent.

Type preferred.--In addition to questions about which fiber homemakers would select if they were currently in the market, they were asked which type of spread, tufted or woven, they would buy. Tufted was the choice of more than one-half of the owners and woven of less than 4 in 10. Women living outside the larger cities favor the tufted over the woven type, whereas those in the large metropolitan areas show no difference between the two types. Tufted is more often the choice among homemakers in the lower and middle income levels; woven is preferred by those in the upper income groups (table 60).

Appearance and care were both important reasons given by homemakers in support of either choice, although homemakers preferring tufted spreads apparently volunteered more reasons, since the proportions reporting any one category are substantially larger for tufted than for woven spreads. The major differences in emphasis are that tufted spreads require no ironing, look like new, and fluff up after washing, whereas woven spreads wash easily and are lightweight and easy to handle during washing. In addition, woven spreads do not shed lint or fuzz. Tufted spreads are considered dressier or more formal, and more attractive in general (table 61).

Some dissatisfaction with the preferred type was expressed by 18 percent who chose tufted spreads, and by 6 percent of those who chose woven.

The outstanding complaints against the tufted variety were that "it sheds lint and fuzz" and the "tufts come loose and pull out." For woven, the chief criticisms were that they need ironing, they do not hold their shape, they snag, and they wrinkle (table 62).

BED SHEETS

Several questions were included in the study to ascertain the extent of purchases of bed sheets within the year preceding the study. Approximately one-half of the homemakers in the sample reported having obtained sheets during that period. Most persons (43 percent of all homemakers) said they purchased the sheets themselves, while 10 percent received them as gifts (table 7).

Table 7.--Homemakers who acquired sheets in the past year, by method acquired and fiber

Method acquired	Total		Acquired cotton sheets		Acquired nylon sheets	
	Percent		Percent		Percent	
Acquired sheets in the past year -----	-----	50	-----	49	-----	1
Purchase -----	43		42		1	
Gift -----	10		10		*	
Number of homemakers -----	2,709		2,709		2,709	

* Less than 1 percent.

By far the overwhelming proportion of the bed sheets acquired were made of cotton (99 percent). Nylon was reported by only 2 percent.

One of the purposes of this inquiry was to determine consumers' reactions to fibers other than cotton, specifically nylon, now used to some extent in bed sheets. Throughout the analysis that follows, the small number of homemakers found to be in this category, 32 to be exact, should be kept in mind in evaluating the results. Altogether, 23 homemakers reported purchasing nylon sheets and 10 received them as gifts.

Of this small group, over half of the owners have knitted nylon sheets and about a third have woven. Those purchasing nylon sheets gave as reasons ease of care and laundering, advertising, appearance, and comfort.

Twenty-five women had used their nylon sheets at the time the interview was made and less than a third expressed satisfaction with the use of them. Unfavorable comments were: They discolor, get gray or yellow looking; do not wash well; too warm; feel slippery; and bed coverings slip off when used. Among those liking nylon sheets, some of the expressions used to support their views were: Quick drying, easy to wash, comfortable, durable, and favorable appearance.

Of the 25 women who owned and had used their nylon sheets, 15 said they would not buy nylon again, mainly because of dissatisfaction with performance and comfort. All but one homemaker out of this group indicated that they would choose cotton for future purchase because it feels cleaner, is less expensive, is not transparent, is better to sleep in, easier to wash, and does not slip or slide.

BED COVERINGS

The vast majority of the homemakers in the United States (94 percent) used some regular or electric blankets during the year preceding the study. Over nine-tenths reported using regular blankets and 10 percent said they had used an electric blanket. More than half used quilts, a third mentioned comforters, and a small group used various other bed coverings, such as spreads, electric sheets, or afghans.

Use of blankets showed relatively little variation among the different population groups. Electric blankets and comforters were more widely used among the middle and upper income levels and the college educated. Quilts, on the other hand, were used most in the smallest communities, by homemakers in the lower income group, and among those with the least amount of formal education (table 63).

About 6 percent of the homemakers did not use blankets, either regular or electric, during the past year. Reasons given for nonuse dealt principally with the fact that many homemakers consider themselves or their families to

be allergic to wool blankets; they find them scratchy, and they do not like the feel of them. Other homemakers say their houses are sufficiently warm not to require blankets. Others find them too expensive, and a large group prefer other types of bedding or make quilts themselves or have received them as gifts, and thus have no need of regular blankets (table 64).

Fiber last acquired.--Aside from the details reported above, this section of the study was restricted to the last blanket acquired, either regular or electric. Wool was mentioned by almost one-half of the owners as the fiber content of the last blanket acquired, regardless of type; another 13 percent had wool blends. Cotton and cotton blends accounted for about 30 percent of the total (13 and 19 percent, respectively), with the remaining 5 percent distributed among all the other possible fibers and blends.

Wool was used most extensively by families living in large cities, those in the upper income group, and those with more formal education. Homemakers 65 years old and over also appeared to favor wool blankets. The use of cotton and cotton blends, on the other hand, was highest in smaller cities and communities, among the lower income groups and by homemakers with the least amount of formal education (tables 65 and 66).

More than nine-tenths of the families reported that the blanket they last acquired was a regular blanket, 6 in 10 purchasing it and about one-third receiving it as a gift. Less than 1 in 10 said their last blanket was electric; half of these homemakers purchased it themselves and the remainder received it as a gift (tables 67 and 68).

The last blanket was acquired fairly recently. For the group as a whole, the average person had acquired his most recent blanket some 2 years ago. The average age of regular blankets (just over 2 years) was a bit higher than for electric blankets (about 1-1/2 years). Altogether, about one-half of the homemakers with regular blankets, and 7 in 10 of those mentioning electric blankets, said they had obtained them since 1954. About equal numbers owning regular and electric blankets (3 in 10) reported acquiring them between 1950 and 1954. Approximately 2 in 10 said they got their last regular blanket before 1950, while only 1 in 25 had electric blankets at that time (table 69).

In terms of fiber content, wool blankets show the highest average age, some 4 years. The average age of the last cotton blanket acquired is about 2 years; that of other fibers and blends is around 1 year (table 70).

Reasons for selecting a specific fiber.--When the homemaker who purchased a regular blanket was asked what the important reasons were for selecting a certain fiber, 83 percent of those who had selected wool mentioned various comfort characteristics, the obvious ones being: Warm (in general), warmth without weight, need fewer blankets, and lightweight, not too heavy. Seventeen percent gave as the major reason for selecting wool that it looks nice and comes in a wide variety of colors. Around 20 percent said that it is

durable and wears well; 13 percent mentioned price: Less expensive, right price, or on sale. Ease of care (washes well, easy to clean and holds shape, doesn't stretch or shrink) was given by 16 percent.

The wool mixtures or blends were selected mainly for comfort, with light-weight, not too heavy, warmth without weight, and need of fewer blankets as the outstanding attributes. Ease of care was another quality mentioned, with "holds shape," "doesn't shrink or stretch," as the attributes often given. "Right price," "less expensive," "on sale" and "appearance," "like color" and "comes in a wide variety of colors," were also important factors in selecting these fibers.

Cotton was also chosen because of comfort, although the emphasis was slightly different. "Doesn't scratch or irritate the skin," "not sticky," and "nonallergic" were leading advantages given in this category. "Ease of care," "washes easily," and "easy to clean" ranked high among the reasons given, also "price," "less expensive," "on sale."

The cotton mixtures and blends were also selected mainly because of their comfort. "Care and laundering," "ease of care," "washes easily" were also given. "Less costly," "right price," and "on sale" were stated as of considerable importance among the homemakers in selecting these fibers (table 71).

Of those who purchased a regular blanket made of wool--

83 percent chose it because of comfort

20 percent mentioned that it is durable and wears well

17 percent liked its appearance

16 percent gave ease of care and laundering

13 percent selected it because of price.

Of those who last purchased a regular blanket made of cotton and wool--

68 percent named various comfort characteristics

40 percent gave care and laundering

26 percent mentioned price--right price, on sale, less expensive

13 percent selected it on the basis of appearance.

Of those who last purchased a regular blanket made of cotton--

62 percent named comfort

41 percent mentioned care and laundering

28 percent selected it because it was less
costly, right price, on sale

9 percent were impressed by its appearance.

The few homemakers whose "last" blanket was an electric one gave various reasons for selecting a particular fiber. Those who selected wool did so mostly on the basis of comfort--"warmth without weight," "need fewer blankets" and "warm in general." The fact that heat can be controlled and uniform temperature maintained was another important reason. Price was less important, mentioned by a very few. Electric blankets made of cotton were selected mostly because of uniform temperature and heat control and comfort characteristics. This is also true of the various other fibers and mixtures or blends which were mentioned.

Patterns in use.--About 9 in 10 homemakers indicated that fiber content was important in the purchase of the last blanket:

43 percent said they considered fiber "most"
important

21 percent said they considered fiber "very"
important

24 percent said they considered fiber "fairly"
important

12 percent said they considered fiber not
important.

Satisfaction with the fiber purchased appeared general. About 90 percent or more of the respondents indicated they were completely satisfied with the blanket they had chosen (table 72). When asked what they especially liked about the particular blanket, they ranked comfort highest in advantages for all of the fibers. Homemakers mentioned especially that the blanket is warm in general, lightweight and not too heavy, and has warmth without weight, and that fewer blankets are needed. Care and laundering virtues were also of considerable importance for all fibers. Mentioned most often were "washes well," "holds shape, doesn't stretch or shrink," "washes easily," "easy to clean," and "easily laundered." "Appearance" followed with emphasis on color--"like color," "comes in pretty, wide variety of colors." "Durability," "wears well," were also important for all fibers mentioned (table 73).

Over four-fifths of those who had already used the blanket had only favorable comments regarding it, irrespective of fiber. About a fifth expressed some dissatisfaction (table 74). In general, the main complaint given for all fibers was care and laundering characteristics, with the majority saying that it does not hold its shape, it stretches and shrinks. Comfort properties ranked next in unfavorable comments, with "scratches," "irritates skin," and "allergic to it," mentioned for wool and all wool blends. The disadvantage most often mentioned about cotton was that it was not heavy enough. Performance was another point of criticism for all fibers, particularly "fuzz comes off" and "gets linty" (table 75).

Type preferred.--The study included several questions on the type of blanket and fiber that the homemaker would select if she were to buy additional bed coverings. More than 8 in 10 indicated that they would most likely select a regular blanket; the largest number was found among families having the lowest income. Fifteen percent favored an electric blanket, and here the highest proportion is found in the medium-size cities and in the upper income level (table 76).

Most of the reasons given for preferring regular blankets dealt with negative reactions toward electric blankets rather than the positive attributes of regular blankets. About 3 homemakers in 10, for example, felt electric blankets "were dangerous," they were "afraid of electricity or the possibilities of fire" and they "didn't want to sleep with electricity." Other respondents felt electric blankets were too expensive or too warm. On the other hand, those preferring electric blankets gave such positive reasons as "can select the amount of heat wanted," "they provide an even temperature," "need less bedding," and "light but warm" (tables 77 and 78).

Fibers preferred.--Wool and wool blends again were the selection of the largest group of homemakers (42 percent chose wool and 12 percent chose wool blends), followed by cotton and cotton blends (15 and 18 percent) and nylon (4 percent) (table 65).

A major appeal of all the fibers was comfort. For wool and wool blends, this meant warmth and light weight; wool also wears well. For cotton and cotton blends, comfort included these attributes as well as "doesn't scratch or irritate the skin, not sticky and nonallergic." Other homemakers mentioned that cotton washes easily and is less expensive. Nylon, in addition to its warmth and lightweight, was said to have desirable laundering characteristics: "It holds its shape, doesn't shrink or stretch and it washes easily and dries quickly" (table 79).

Following are some of the favorable comments about the selected fiber:

Of those who preferred wool--

81 percent mentioned the various qualities of comfort

32 percent would select it because of durability--wears well

22 percent indicated care and laundering characteristics.

Of those who preferred cotton--

68 percent would select on the basis of comfort

49 percent favored its care and laundering virtues

19 percent said price was a factor.

Of those who preferred the cotton and wool mixtures--

72 percent would buy because of comfort it affords

42 percent said care and laundering was important

14 percent reported durability--wears well.

Of those who preferred nylon--

73 percent gave the various ease of care and laundering characteristics

60 percent mentioned comfort

13 percent referred to performance (not linty)

13 percent liked its durability.

The small number of homemakers who had some criticism to make of their favored fiber was largely concentrated among those selecting wool. Altogether, 13 percent of the group preferring wool expressed negative comments as compared with 6 percent of those choosing cotton, 9 percent for nylon, and even less for the other fibers and mixtures (table 80). The main complaints against wool were that it "doesn't hold its shape--stretches or shrinks," it "scratches or irritates the skin" and the "wool comes off, gets linty or fuzzy" (table 81).

TABLE COVERINGS

About 95 percent of the homemakers in the survey own table coverings, and 91 percent reported having used some type during the past year. The proportion of owners who use regular full-size cloths is greater than those who use the other types by about 10 percent, as shown below. About equal proportions use luncheon and bridge sets and sets of place mats (table 8).

Table 8.--Ownership and use of table coverings, by type

Type of table covering	Total homemakers		Total owners who used in past year
	Own	Used in past year	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
<u>Total</u> -----	<u>95</u>	<u>91</u>	<u>96</u>
Regular full-size cloths -	90	82	91
Luncheon and bridge sets -	67	53	80
Sets of place mats -----	38	30	80

Families with higher incomes and more education have the highest incidence of both ownership and use of the three types of table coverings. Some variation is seen by size of community for ownership and use of luncheon and bridge sets as well as place mats, with a higher proportion of homemakers in medium-sized cities reporting ownership and also more frequent usage during the year (table 82).

About equal numbers of homemakers reported purchasing each of the three types of table coverings. On the other hand, gifts were given in the order of luncheon or bridge sets first, full-size tablecloths second, and finally, sets of place mats.

In comparing purchases versus gifts, more women purchased full-size cloths and sets of place mats than received them as gifts; luncheon or bridge sets were about equally divided (tables 9 and 83).

Table 9.--Method of acquiring table coverings, by type

Type	Purchase	Gift
	<u>Percent</u>	<u>Percent</u>
Regular full-size cloths ----	73	63
Luncheon or bridge sets -----	67	70
Sets of place mats -----	70	48

Patterns in use.--Regular full-size tablecloths are used more often for dinner than any type of table covering. More than 9 homemakers in 10 who have such table coverings use them either regularly or occasionally for this purpose--29 percent regularly and 62 percent occasionally. About half of the homemakers used these cloths for luncheon, predominantly on an occasional basis. Slightly less than 1 in 5 used them regularly for breakfast; a similar proportion used them occasionally.

Luncheon or bridge sets were used regularly by about 1 in 5 for each of the meals; occasional use was highest for luncheon and dinner. Regular use of place mats was highest for breakfast, followed by luncheon and dinner. Place mats, incidentally, were used regularly for dinner by the same proportion as used full-size cloths (table 84).

The other major occasions on which all three types are used are for company and guests and, in the case of luncheon sets, for bridge and other parties (table 85).

Among nonusers of the different types of coverings, the major reasons given included "no need for them (table coverings); don't entertain; eat out" and "leave table top uncovered, have permanent table top." Lack of a suitable table was another frequent reply from nonusers of either full-size cloths or luncheon sets; nonusers of place mats "just never bought any, just started housekeeping" or they "don't care for them" (table 86).

Fibers owned:--More than 8 in 10 of the homemakers who reported using some kind of table covering during the past year mentioned cotton. This was the outstanding fiber used for regular full-size cloths (70 percent) and for luncheon and bridge sets (82 percent). Linen was next, reported by 50 percent; it is used more often for full-size cloths than for luncheon and bridge sets. About 30 percent of all who used any table coverings mentioned plastic. Among those using place mats almost 60 percent used plastic. Rayon was mentioned by 9 percent of those who used table coverings, and is used equally for full-size cloths and for luncheon and bridge sets. Rayon and cotton (mentioned by 12 percent) were used more often for full-size cloths. Straw, bamboo, and grass (used almost exclusively for place mats), and oilcloth,

which was used only for full-size cloths, were each reported by 4 percent, and other cotton mixtures by 3 percent (table 87).

No striking differences were observed among the different population groups in the use of full-size cloths made of cotton. These cloths were somewhat more common in the smallest communities, as were also cotton luncheon or bridge sets and place mats. Homemakers without college education used cotton luncheon sets more extensively than the college educated women, who leaned more to cotton place mats.

Linen cloths of all three types were found chiefly among the upper income families, those with a maximum of formal education, and those residing in large metropolitan areas. Large plastic cloths are used mainly by those in the lowest income group and with the least education; on the other hand, plastic mats are found almost equally at all levels (tables 88, 89, 90).

Homemakers were asked how many of each type of table covering they owned and used, and the fiber content of each. Answers to these questions indicate that the average user had 8 table coverings of all types. The average user of each type had --

4.4 full-size tablecloths

5.4 luncheon or bridge sets

3.0 sets of place mats.

About 60 percent of all table coverings used within the past year were made of cotton, 25 percent were linen, and 7 percent were plastic. Around 67 percent of all luncheon sets, 54 percent of the full-size cloths, and 33 percent of the place mats were made of cotton.

Interpreting these figures in terms of national aggregates, the study shows that some 45.1 million households used a total of 361 million table coverings in the calendar year preceding the survey date (June 1957). Of this total, 179 million were full-size cloths, 142 million were luncheon size, and 45 million were sets of place mats (table 10).

Table 10.--Aggregate ownership of table coverings in use in the year preceding the survey, by type and fiber

Fiber	Regular full-size cloths		Luncheon cloths		Sets of place mats	
	<u>Percent</u>	<u>Thousands</u>	<u>Percent</u>	<u>Thousands</u>	<u>Percent</u>	<u>Thousands</u>
<u>Users</u> -----	--	40,625	--	26,258	--	14,863
<u>Total</u> -----	<u>100</u>	<u>178,750</u>	<u>100</u>	<u>141,793</u>	<u>100</u>	<u>44,589</u>
Cotton -----	54	96,525	67	95,001	33	14,714
Cotton and rayon --	6	10,725	3	4,254	1	446
Other cotton mix- tures -----	1	1,788	1	1,418	1	446
Linen -----	29	51,838	23	32,612	15	6,688
Plastic -----	4	7,150	2	2,836	36	16,052
Rayon -----	3	5,363	3	4,254	<u>1</u> /*	--
Straw, bamboo, etc.	--	--	*	--	8	3,567
Lace and crochet --	1	1,788	*	--	*	--
Oilcloth -----	1	1,788	*	--	*	--
Other -----	1	1,788	1	1,418	6	2,675

1/ Asterisk denotes less than 1 percent.

APPENDIX

Note on Sampling Error

Using the formula

$$1.4 \sqrt{\frac{pq}{n}}$$

and taking from the study, for example, the proportion of households containing room-size rugs (49 percent), the sampling error would be computed as follows:

$$1.4 \sqrt{\frac{.49 \times .51}{2709}} = .0134 = 1.34 \text{ percent}$$

Therefore, chances are that using the same techniques, in 2 out of 3 cases, the proportion would fall between 47.7 percent and 50.3 percent. Or, if we want a greater degree of confidence in our statement, the chances are 19 out of 20 that the estimate would fall between 49 percent - (2 x 1.34 percent) and 49 percent + (2 x 1.34 percent) or between 46.3 percent and 51.7 percent.

The formula used above is the well-known formula

$$\sqrt{\frac{pq}{n}}$$

(for the standard error of the proportion in a simple random sample) multiplied by the factor 1.4. In these formulas, p represents the proportion having a particular characteristic, q the complement, or those not having the characteristic (q = 1-p), and n, the number of units in the sample. The standard error of the proportion, itself, measures the precision of the proportion obtained from the sample, by giving the number of percentage points which, subtracted from or added to the proportion obtained from the sample, will give the range within which the universe proportion is likely to fall, on the average roughly in 2 cases out of 3. This standard error of the proportion may be referred to as "sampling error."

The factor of 1.4 represents an estimate of the ratio of the standard error of the proportion for a stratified cluster sample to the same measure for a simple random sample of equal size. This estimate was obtained from other studies in the past for which the standard error of the proportion was computed exactly on the basis of the proper mathematical formula for stratified cluster sampling.

It appears that on the average such a sample has the precision of a simple random sample of about half its size. This relationship, of course, varies from study to study, from sample to sample, from proportion to proportion and from base to base (for computing proportions). However, on the basis of many studies analyzed in the past, well designed and well executed stratified cluster samples tend to be equivalent in precision to simple random samples of about half their size.

This permits estimating the sampling error of stratified cluster samples. Since the standard error of the proportion for simple random sampling varies inversely with the square root of the size of the sample, the standard error for a stratified cluster sample will be, on the average, roughly

$\sqrt{2}$ (or 1.4) times that for simple random sampling.

Hence, the formula becomes, approximately,

$$1.4 \sqrt{\frac{pq}{n}}.$$

Examples of several standard errors estimated through the use of this formula are presented in table 11. Examples of the standard error associated with an estimated average are given below.

1. The average number of cotton scatter rugs used per household in the past year was 2.01, according to the survey. The estimated standard error for a figure of this size is .077. Therefore, the chances are 95 in 100 that the sample estimate lies within .154 of the true estimate, that is, between 1.86 and 2.16.

2. The average number of cotton table coverings used per household in the past year was 4.18. We estimate, with chances about 95 in 100, that replicating the study, this average would fall between 3.95 and 4.41.

Table 11.--Estimated standard errors for selected sample characteristics

Selected estimates	Sample estimate	Estimated standard error	Estimated 95 percent confidence limits
Proportion of households with floor coverings that have used room-size rugs in the living room in the past year -----	.50	.0136	.483 - .527
Proportion of households with floor coverings that have used scatter rugs in the master bedroom in the past year -----	.46	.0136	.433 - .487
Proportion of households with living-room draperies that express preference for rayon draperies -----	.09	.0096	.071 - .109
Proportion of households with bedspreads that have used cotton bedspreads in the past year -----	.98	.0038	.972 - .988
Proportion of all households that have used wall-to-wall carpeting in the past year -----	.15	.0096	.131 - .169
Proportion of households in cities of 1 million and over containing blankets that acquired a wool blanket last ----	.61	.0283	.553 - .667
Proportion of households in cities of 2,500 or less containing blankets that acquired a wool blanket last ----	.37	.0218	.327 - .413
Proportion of households containing blankets that received a wool electric blanket as a gift -----	.47	.0685	.333 - .607

Comparison of Results: 1957 and 1950

A study covering the area of household textiles was conducted by the U. S. Department of Agriculture in 1950. ^{1/} A comparison of that study with the present one relative to ownership of items covered in both studies is shown in table 12.

Table 12.--Ownership of selected household items,
1957 and 1950

Item	1957	1950
	<u>Percent</u>	<u>Percent</u>
Draperies -----	64	62
Scatter rugs -----	61	64
Bedspreads -----	97	93
Blankets -----	94	92

Even such a restricted comparison, however, requires a number of reservations or cautions. In the first place, the questions on draperies in the current study were limited to those found in the living room only; in 1950, reference was to all the rooms in the home. Secondly, the 1957 study covered items used within the past year; the frame of reference in the 1950 study was "Do you ever use ...?" In the third place, the 1950 definition of draperies excluded those made from sheer material; they are included in the current study. Both types of differences, definitional and frame of reference, apply not only to a comparison of ownership, but to all analyses of differences or similarities between the two studies. To mention only a few, for scatter rugs, comparisons of the proportions preferring different fibers are not possible since such information was not obtained in 1957. Similarly, for blankets, fiber ownership in the current study, unlike the 1950 study, is based only on the last blanket acquired; the questions on fiber preference in 1950 referred only to winter blankets, not all blankets as in 1957.

In addition, it must be remembered that the studies were conducted by different organizations, each using its own interviewers, training methods, and materials, and the items included in the current study differed to a great extent from those included previously. And finally, the categories established for the reasons given by respondents for the current study differ drastically in meaning, of necessity, from those used in the old study. With such cautions, then, those who desire to make comparisons for the few items included in both studies may do so by consulting the studies.

^{1/} United States Department of Agriculture. Opinions of Homemakers Regarding Fibers in Selected Items of Household Furnishings. Mktg. Res. Rpt. No. 26, November 1952.

Tables: 1957 Study

The following tables show the percentage distribution of answers given to the questions asked for this study. The order of the tables corresponds generally to that of the preceding discussion.

The income distributions represent total family income before taxes, as reported by the homemakers interviewed. The distribution by income was grouped very roughly into terciles; the "lower" income group includes family incomes up to \$3,500, "middle" incomes are between \$3,500 and \$4,999, "upper" incomes are \$5,000 and over.

The income, education, and age groupings may add to fewer than the total number of cases because some respondents failed to give the desired information.

Details generally are not shown where the base is smaller than 50 cases. Where details are shown, they were selected on the basis of analytical requirements.

The term "fiberglass" as used in the tables refers to those materials produced from glass fibers, as reported by homemakers.

Table 13.--Ownership of living-room draperies by selected characteristics

Selected characteristics	Own	Do not own	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
<u>Total</u> -----	<u>64</u>	<u>36</u>	<u>2,709</u>
<u>Size of city</u>			
1,000,000 and over -----	69	31	622
2,500 - 999,999 -----	67	33	1,054
Under 2,500 -----	58	42	1,033
<u>Age</u>			
15 - 29 years -----	58	42	464
30 - 44 years -----	70	30	976
45 - 64 years -----	66	34	919
65 years and over -----	48	52	350
<u>Income</u>			
Lower -----	49	51	923
Middle -----	65	35	716
Upper -----	79	21	870
<u>Education</u>			
Grade school -----	51	49	866
High school -----	70	30	1,382
College -----	69	31	443

Table 14.--Fibers owned and preferred for living-room draperies

Fibers	Ownership <u>1/</u>	Preference
	<u>Percent</u>	<u>Percent</u>
Cotton -----	44	40
Cotton and rayon -----	19	7
Cotton mixtures -----	3	3
Rayon -----	18	9
Rayon mixtures -----	2	1
Plastic -----	11	6
Silk -----	2	1.
Fiberglass -----	2	9
Nylon -----	1	5
Linen -----	1	1
Dacron -----	1	5
Other fibers and mixtures -----	1	3
Not ascertained -----	3	10
Number of cases -----	1,734	1,734

1/ Percentages add to more than 100 because some owners named more than 1 fiber.

Table 15.--Ownership of living-room draperies, by selected characteristics and fiber

Selected characteristics	Cotton	Cotton and rayon	Cotton mixtures	Rayon and rayon mixtures	Plastic	Owners of living-room draperies
	Percent	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>44</u>	<u>19</u>	<u>3</u>	<u>20</u>	<u>11</u>	<u>1,734</u>
<u>Size of city</u>						
1,000,000 and over -	42	18	4	23	8	431
2,500 - 999,999 ----	43	19	3	22	10	701
Under 2,500 -----	46	19	2	17	15	602
<u>Age</u>						
15 - 29 years -----	44	16	4	20	12	270
30 - 44 years -----	47	19	3	21	8	685
45 - 64 years -----	41	22	3	20	12	610
65 years and over --	41	14	3	18	19	169
<u>Income</u>						
Lower -----	42	17	2	15	24	450
Middle -----	44	21	3	22	10	466
Upper -----	45	20	3	23	4	690
<u>Education</u>						
Grade school -----	39	20	3	16	23	440
High school -----	44	19	3	23	8	974
College -----	48	17	4	19	5	307

Table 16.--Degree of sheerness of living-room draperies, by fiber

Degree of sheerness	Cotton	Cotton and rayon	Other cotton mixtures	Rayon and rayon mixtures	Plastic
	Percent	Percent	Percent	Percent	Percent
Opaque -----	91	84	80	62	85
Semisheer -----	9	15	18	34	14
Sheer -----	<u>1</u> / *	1	2	4	1
Number of owners ---	758	327	55	352	198

1/ Asterisk denotes less than 1 percent.

Table 17.--Reasons for fiber preference for living-room draperies 1/

Reasons	Cotton	Cotton mixtures	Rayon and rayon mixtures	Fiber-glass	Plastic	Dacron	Nylon
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Care and laundering characteristics -----	80	63	61	93	79	96	94
Washable -----	19	11	8	5	1	11	4
Washes easily, easy to clean, easily laundered -----	17	9	9	24	12	23	26
Colorfast, fadeproof, doesn't discolor -----	14	14	13	6	4	4	3
Can be laundered at home; no expense of dry cleaning -----	13	6	5	9	3	10	13
Washes well -----	11	7	5	4	--	9	1
Easy to care for -----	10	4	5	20	17	17	18
Holds shape; doesn't stretch, shrink -----	7	12	4	1	--	4	5
Soil resistant, doesn't show soil, stays clean longer -----	6	8	12	14	8	12	13
Easy to wash and iron -----	4	4	8	--	--	4	6
Dry cleans well -----	3	4	4	1	--	--	--
A minimum or no ironing required; wash and drip dry -----	1	4	4	50	23	36	47
Doesn't have to be washed; can be wiped clean with damp cloth -----	2/*	2	1	2	29	1	1
Dries quickly -----	5	1	1	8	2	8	13
All other care and laundering characteristics -	5	2	1	1	3	4	--
Appearance -----	38	57	61	35	19	31	24
Drapes, hangs well; requires no lining -----	14	25	23	9	--	12	4
Looks nice, pretty, beautiful, attractive -----	11	20	16	15	12	12	15
Comes in pretty/wide variety of patterns, like the design -----	6	6	5	3	2	2	--
Comes in pretty/wide variety of colors -----	5	6	9	3	4	1	--
Blends with other furnishings, type of house -----	3	2	2	--	--	--	--
Looks cool, is cool -----	3	1	4	6	2	6	3
Looks dressy, rich, expensive, formal -----	1	4	9	1	1	3	1
Looks soft, is soft -----	1	1	3	1	--	--	1
Silky looking, has sheen, luster -----	*	9	8	2	--	--	--
Durability: Wears well, durable, lasts longer -----	35	31	--	--	--	--	23
Price: Inexpensive, cheap, economical -----	15	7	--	3	49	2	3
Weight -----	11	20	18	12	5	13	10
Heavy, more body -----	7	9	6	1	--	--	1
Opaque, can't see through them -----	4	5	2	1	3	2	3
Lightweight -----	1	5	6	4	2	6	4
Sheer, can see through them -----	*	2	2	2	--	7	3
Sheer, but can't see through them; sheer but gives privacy -----	*	1	2	4	1	--	1
Performance: Doesn't wrinkle easily -----	3	6	--	3	--	2	3
Fire resistant -----	--	--	1	--	--	--	--
All other reasons -----	6	5	6	4	4	1	3
Number preferring fiber -----	689	162	164	161	107	90	79

Number preferring fiber -----

1/ Percentages may add to more than group totals and these add to more than 100 because some owners gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 18.--Owners who disliked some attribute of fiber preferred for living-room draperies

Fiber	Owners who--		Number preferring fiber
	Dislike something about fiber	Do not dislike anything about fiber	
	Percent	Percent	Number
Cotton -----	10	90	689
Cotton mixtures -----	4	96	162
Rayon and rayon mixtures -----	14	86	164
Fiberglass -----	17	83	161
Plastic -----	23	77	107
Dacron -----	11	89	90
Nylon -----	14	86	79

Table 19.--Dislikes expressed by those preferring cotton for draperies 1/

Reasons	Cotton	
	Percent	
Care and laundering characteristics -----		59
Not colorfast, fades, discolors -----	22	
Doesn't hold shape; stretches, shrinks -----	16	
Requires ironing -----	9	
Not soil resistant; spots, soils easily -----	9	
Have to be dry cleaned -----	1	
Sticks to iron; have difficulty ironing; can't have iron too hot -----	1	
All other care and laundering characteristics -----	4	
Appearance -----		24
Not dressy, rich looking; not expensive, not formal; too gaudy -----	15	
Doesn't drape, hang well; requires lining -----	3	
Dislike colors; doesn't come in a wide variety of colors --	3	
Dislike patterns; doesn't come in a wide variety of patterns	1	
All other appearance characteristics -----	3	
Price: Too expensive, not cheap, not economical -----		7
Performance: Wrinkles easily -----		4
Durability: Not durable, doesn't wear well, doesn't last long -----		3
Weight: Too heavy -----		1
All other reasons -----		1
Don't know -----		3
Number expressing dissatisfaction with fiber -----	68	

1/ Percentages add to more than group totals and these add to more than 100 because some owners gave more than 1 reply.

Table 20.--Ownership of all floor coverings by types and selected characteristics 1/

Selected characteristics	Total floor coverings	Types of floor coverings					Cases
		Wall to wall	Room size	Scatter	Hard surface	No floor covering in any room	
	Percent	Percent	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>96</u>	<u>15</u>	<u>57</u>	<u>61</u>	<u>51</u>	<u>4</u>	<u>2,709</u>
<u>Size of city</u>							
1,000,000 and over --	97	22	64	56	41	3	622
2,500 - 999,999 -----	98	17	61	65	49	2	1,054
Under 2,500 -----	95	11	48	61	58	5	1,033
<u>Age</u>							
15 - 29 years -----	96	9	48	56	55	4	464
30 - 44 years -----	96	19	55	64	50	4	976
45 - 64 years -----	98	17	62	65	48	2	919
65 years and over ---	95	11	61	52	55	5	350
<u>Income</u>							
Lower -----	93	6	41	44	66	7	923
Middle -----	97	13	62	69	51	3	716
Upper -----	99	27	68	73	36	1	870
<u>Education</u>							
Grade school -----	94	8	44	48	65	6	866
High school -----	97	17	60	66	47	3	1,382
College -----	98	27	71	70	35	2	443

1/ Percentages add to more than 100 because some respondents named more than 1 type.

Table 21.--Ownership of all floor coverings by types, rooms in which found, and family income

Room and family income	Presence of rooms in home			Types of floor coverings 1/				
	Have room	Do not have room	Cases	Wall to wall	Room size	Scatter	Hard surface	No floor covering
	Percent	Percent	Number	Percent	Percent	Percent	Percent	Percent
<u>Living room</u> -----	97	3	2,709	14	50	31	22	5
Lower -----	93	7	923	5	38	29	40	7
Middle -----	99	1	716	12	57	34	17	4
Upper -----	100	2/*	870	25	55	32	8	3
<u>Dining room</u> -----	52	48	2,709	13	42	14	32	7
Lower -----	41	59	923	4	32	12	51	9
Middle -----	50	50	716	11	39	17	36	8
Upper -----	63	37	870	21	47	13	19	7
<u>Master bedroom</u> -----	96	4	2,709	4	19	46	31	10
Lower -----	93	7	923	2	14	31	48	14
Middle -----	97	3	716	2	17	54	30	10
Upper -----	100	*	870	8	23	54	16	8
<u>All other bedrooms</u> -	83	17	2,709	3	16	45	37	16
Lower -----	75	25	923	1	12	28	51	21
Middle -----	85	15	716	1	12	51	38	15
Upper -----	89	11	870	6	22	54	23	15
<u>All other rooms</u> -----	17	83	2,709	7	27	25	35	18
Lower -----	14	86	923	2	22	16	44	23
Middle -----	13	87	716	3	21	21	40	23
Upper -----	24	76	870	12	34	30	28	14

1/ Percentages add to more than 100 because some respondents named more than 1 type of floor covering.

2/ Asterisk denotes less than 1 percent.

Table 22.--Ownership of all soft floor coverings by types and fiber 1/

Fiber	Wall to wall	Room size	Scatter
	Percent	Percent	Percent
Wool -----	82	84	37
Wool mixtures -----	3	4	1
Cotton -----	12	14	81
Cotton mixtures -----	3	5	4
Nylon -----	3	2/ *	2
Rayon -----	3	1	2
Rayon and nylon -----	4	1	*
Straw, grass, sisal -----	*	4	1
Other fibers--mixtures -----	1	1	1
Not ascertained -----	1	2	*
Owners of all soft floor coverings -----	418	1,540	1,658

1/ Percentages add to more than 100 because some owners named more than 1 fiber.

2/ Asterisk denotes less than 1 percent.

Table 23.--Ownership of wall-to-wall floor coverings by selected characteristics and fiber 1/

Selected characteristics	Wool	Wool mixtures	Cotton	Cotton mixtures	Nylon	Rayon	Rayon and nylon	Owners of any wall-to-wall floor covering
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	82	3	12	3	3	3	4	418
Size of city -----								
1,000,000 and over -----	79	4	12	2	1	5	4	135
2,500 - 999,999 -----	84	2	11	1	3	2	3	174
Under 2,500 -----	81	1	13	6	5	1	4	109
Age -----								
15 - 44 years -----	80	3	16	3	3	4	5	225
45 years and over -----	84	3	6	3	3	2	3	193
Income -----								
Lower -----	79	2	13	4	--	2	--	53
Middle -----	78	2	10	7	2	3	--	94
Upper -----	83	3	12	1	3	2	6	237
Education -----								
Grade school -----	83	6	8	--	3	--	2	63
High school -----	82	2	10	5	1	3	3	233
College -----	80	2	17	--	7	3	6	118

1/ Percentages add to more than 100 because some owners named more than 1 fiber.

Table 24.--Ownership of room-size floor coverings by selected characteristics and fiber ^{1/}

Selected characteristics	Wool		Wool mix- tures		Cotton		Cotton mix- tures		Straw, grass, sisal, hemp		Rayon		Rayon and nylon		Owners of any room-size floor covering	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number	Number
Total -----	84	4	4	14	5	4	1	1	1	1	1	1	1	1	1,540	1,540
Size of city																
1,000,000 and over -----	83	5	5	17	5	6	1	1	1	1	1	1	1	1	397	397
2,500 - 999,999 -----	86	4	4	13	4	5	1	1	1	1	1	1	1	1	647	647
Under 2,500 -----	83	3	3	12	5	3	1	1	1	1	1	1	1	1	496	496
Age																
15 - 29 years -----	71	5	5	22	6	8	1	1	1	1	1	1	1	1	224	224
30 - 44 years -----	82	4	4	17	5	4	1	1	1	1	1	1	1	1	534	534
45 - 64 years -----	89	4	4	11	4	4	1	1	1	1	1	1	1	1	568	568
65 years and over -----	94	3	3	6	4	2	2/*	2/*	2	2	2	2	2	2	214	214
Income																
Lower -----	83	4	4	9	5	4	1	1	1	1	1	1	1	1	383	383
Middle -----	84	5	5	14	5	4	*	*	4	4	4	4	4	4	443	443
Upper -----	86	3	3	18	4	5	1	1	5	5	5	5	5	5	590	590
Education																
Grade school -----	88	3	3	8	4	4	1	1	4	4	4	4	4	4	385	385
High school -----	82	4	4	14	5	5	1	1	5	5	5	5	5	5	830	830
College -----	86	3	3	20	4	3	1	1	3	3	3	3	3	3	315	315

^{1/} Percentages add to more than 100 because some owners named more than 1 fiber.

^{2/} Asterisk denotes less than 1 percent.

Table 25.---Ownership of scatter rugs by selected characteristics and fiber 1/

Selected characteristics	Cotton	Cotton mixtures	Wool	Rayon	Nylon	Owners of any scatter rugs
Total -----	Percent <u>81</u>	Percent <u>4</u>	Percent <u>37</u>	Percent <u>2</u>	Percent <u>2</u>	Number <u>1,658</u>
Size of city						
1,000,000 and over	73	5	34	2	2	347
2,500 - 999,999 --	82	3	37	3	1	686
Under 2,500 -----	84	5	38	2	3	625
Age						
15 - 29 years ----	89	3	21	3	2	262
30 - 44 years ----	84	4	30	2	3	620
45 - 64 years ----	78	5	44	2	2	593
65 years and over-	66	10	58	3	1	183
Income						
Lower -----	78	7	34	2	1	410
Middle -----	85	3	34	2	1	493
Upper -----	81	3	39	3	3	633
Education						
Grade school -----	81	5	34	3	3	418
High school -----	81	4	36	2	2	917
College -----	81	4	42	2	2	311

1/ Percentages add to more than 100 because some owners named more than 1 fiber.

Table 26.--Ownership of principal living-room and master-bedroom floor coverings by type and selected characteristics

Selected characteristics	Total for living-room floor coverings Percent	Living room			Total for master-bedroom floor coverings Percent	Master bedroom			Cases Number
		Wall to wall Percent	Room size Percent	Scatter rugs only Percent		Wall to wall Percent	Room size Percent	Scatter rugs only Percent	
<u>Total</u> -----	<u>76</u>	<u>14</u>	<u>42</u>	<u>13</u>	<u>63</u>	<u>4</u>	<u>18</u>	<u>41</u>	<u>2,709</u>
<u>Size of city</u>									
1,000,000 and over -----	82	20	54	8	70	6	24	40	622
2,500 - 999,999 -----	81	15	54	12	67	4	19	44	1,054
Under 2,500 -----	68	10	40	18	56	3	14	39	1,033
<u>Age</u>									
15 - 29 years -----	70	8	43	19	57	5	13	39	464
30 - 44 years -----	78	17	45	16	65	5	16	44	976
45 - 64 years -----	80	16	54	10	67	3	20	44	919
65 years and over -----	71	8	54	9	60	5	25	30	350
<u>Income</u>									
Lower -----	55	5	35	15	42	2	13	27	923
Middle -----	84	12	56	16	68	2	17	49	716
Upper -----	91	24	55	12	80	8	23	49	870
<u>Education</u>									
Grade school -----	58	6	39	13	47	2	14	31	866
High school -----	83	15	53	15	68	4	18	46	1,382
College -----	92	24	57	11	83	8	28	47	443

Table 27.--Ownership and preference for living-room and master-bedroom floor coverings, by type and fiber

Fibers	Living room				Master bedroom								
	Ownership			Preference 1/		Ownership			Preference 1/				
	Wall to wall and room size		Scatter only 2/	Total wall to wall and room size	Total wall to wall and room size	Wall to wall and room size	Scatter only 2/	Total wall to wall and room size	Wall to wall and room size	Room size			
	Total	Per-cent									Per-cent	Per-cent	Per-cent
Wool -----	83	82	83	65	61	65	25	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Wool mixtures ----	3	3	3	4	4	4	1	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Cotton -----	6	6	7	5	5	5	77	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Cotton mixtures --	3	2	3	3	4	3	5	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Rayon -----	1	2	1	1	2	1	1	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Straw, hemp, sisal	1	--	1	--	--	--	--	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Nylon -----	1	2	*	7	9	6	3	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Hard surface ----	--	--	--	1	2	1	--	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Other fibers and mixtures -----	1	3	1	4	4	4	2	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Fiber not ascertained -----	1	1	1	10	9	11	--	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Number owning or preferring the type -----	1,698	376	1,322	1,906	511	1,395	368						

1/ Owners of scatter rugs only who prefer wall to wall or room size are included.

2/ Percentages add to more than 100 because some owners named more than 1 fiber.

3/ Asterisk denotes less than 1 percent.

Table 28.--Ownership of wall-to-wall living-room floor coverings by selected characteristics and fiber

Selected characteristics	Wool Percent	Wool mixtures Percent	Cotton Percent	Cotton mixtures Percent	Nylon Percent	Rayon Percent	Owners of wall-to-wall living-room floor covering Number
<u>Total</u> -----	<u>82</u>	<u>3</u>	<u>6</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>376</u>
<u>Size of city</u>							
1,000,000 and over	80	5	2	2	1	6	122
2,500 - 999,999 --	83	3	6	1	3	1	156
Under 2,500 -----	81	1	8	4	4	--	98
<u>Age</u>							
15 - 44 years ----	79	3	7	2	2	3	204
45 years and over	85	3	4	3	2	1	172
<u>Income</u>							
Lower and middle -	81	2	7	5	--	3	132
Upper -----	81	4	5	1	4	1	212
<u>Education</u>							
Grade school -----	84	7	4	--	2	--	56
High school -----	82	3	5	4	1	3	211
College -----	79	2	7	--	6	1	107

Table 29.--Ownership of room-size living-room floor coverings by selected characteristics and fiber

Selected characteristics	Wool	Wool mixtures	Cotton	Cotton mixtures	Straw, hemp, sisal	Owners of room-size living-room floor covering
	Percent	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>83</u>	<u>3</u>	<u>7</u>	<u>3</u>	<u>1</u>	<u>1,322</u>
<u>Size of city</u>						
1,000,000 and over -----	83	4	8	3	1	338
2,500 - 999,999 -----	84	2	6	3	2	566
Under 2,500 -----	82	3	6	4	1	418
<u>Age</u>						
15 - 29 years -----	67	4	16	4	5	200
30 - 44 years -----	81	3	8	5	1/*	436
45 - 64 years -----	87	3	4	3	1	496
65 years and over -----	93	2	2	2	*	190
<u>Income</u>						
Lower -----	81	3	6	3	3	327
Middle -----	82	3	7	4	2	402
Upper -----	84	3	7	3	*	477
<u>Education</u>						
Grade school -----	88	2	4	3	1	334
High school -----	81	4	7	4	2	727
College -----	83	2	9	2	1	251

1/ Asterisk denotes less than 1 percent.

Table 30.--Ownership of living-room scatter rugs by selected characteristics and fiber

Selected characteristics	Cotton	Cotton mixtures	Wool	Nylon	Owners of only scatter rugs in living room
	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>77</u>	<u>5</u>	<u>25</u>	<u>3</u>	<u>368</u>
<u>Size of city</u>					
1,000,000 and over -----	73	4	21	2	52
2,500 - 999,999 -----	72	5	30	3	129
Under 2,500 -----	82	5	22	3	187
<u>Age</u>					
15 - 29 years -----	81	--	17	5	86
30 - 44 years -----	82	5	24	3	156
45 years and over -----	69	8	30	2	126
<u>Income</u>					
Lower -----	76	8	23	2	134
Middle -----	79	4	27	1	114
Upper -----	80	3	24	6	101
<u>Education</u>					
Grade school -----	76	7	16	3	112
High school -----	81	4	27	3	203
College -----	69	4	37	2	51

Table 31.--Year-round use of room-size living-room floor coverings and seasons of nonuse

When used	Use of room-size living-room floor coverings	
	<u>Percent</u>	
Use rug year-round -----		93
Do not use rug year-round -----		<u>1/</u> 7
Use a secondary rug -----	3	
Do not use a secondary rug -----	4	
Seasons rug not used:		
Summer -----	5	
Fall -----	2	
Winter -----	2	
Spring -----	1	
Number of owners of room-size living-room floor coverings --	1,322	

1/ Percentages add to more than subtotals because some owners gave more than 1 season of nonuse.

Table 32.--Texture of principal living-room floor covering

Fibers	Woven	Tufted	Don't know	Owners of large living-room floor coverings
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
<u>Total</u> -----	<u>71</u>	<u>23</u>	<u>6</u>	<u>1,698</u>
Wool -----	76	19	5	1,403
Wool mixtures ----	67	29	4	51
Cotton -----	26	67	7	109
Cotton mixtures --	71	24	5	55

Table 33.--Date of purchase of principal large living-room and master-bedroom floor coverings, by fiber

Date of purchase	Living room					Master bedroom		
	Wool	Wool mixtures	Cotton	Cotton mixtures	Other fibers	Wool	Cotton	Other fibers and mixtures
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
.957 -----	4	20	6	7	17	2	7	11
.956 -----	9	21	21	20	35	3	14	17
.955 -----	10	25	20	9	17	4	18	19
.954 -----	8	6	13	13	11	5	12	3
.953 -----	6	10	9	4	4	4	11	5
.952 -----	7	2	12	4	10	4	9	9
.951 -----	6	--	6	4	2	6	3	5
.950 -----	7	4	5	9	--	6	5	3
.949 or earlier	37	12	5	25	2	57	9	24
Not ascertained	6	--	3	5	2	9	12	4
Number of owners of large size floor coverings -----	1,403	51	109	55	52	461	74	58
Median age in years -----	6	2	3	3	1	8 +	3	3

Table 34.--Degree of satisfaction with way principal living-room and master-bedroom floor coverings have worn, by fiber

Degree of satisfaction	Living room				Master bedroom	
	Wool	Wool mixtures	Cotton	Cotton mixtures	Wool	Cotton
	Percent	Percent	Percent	Percent	Percent	Percent
Completely satisfied with the way rug has worn -----	90	86	74	80	90	62
Fairly satisfied with the way rug has worn -----	6	14	15	16	7	22
Not satisfied at all with the way rug has worn -----	3	--	9	2	2	15
Not ascertained -----	1	--	2	2	1	1
Number of owners of large floor coverings -----	1,403	51	109	55	461	74

Table 35.--Reasons for liking principal large living-room and master-bedroom floor coverings by major fibers ^{1/}

Reasons	Living room		Master bedroom	
	Wool	Cotton	Wool	Cotton
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Care and laundering characteristics -----	62	58	50	54
Soil resistant, doesn't show soil, stays clean longer -----	27	13	12	8
Easy to clean; cleans easily -----	19	23	22	22
Colorfast, fadeproof, doesn't discolor --	15	8	12	8
Cleans well with vacuum -----	8	6	4	1
Cleans well -----	7	5	4	7
Easy to care for -----	4	4	3	5
Can be brushed or swept clean -----	3	5	3	1
Holds shape, doesn't stretch or shrink ---	2	1	2	--
Washable -----	1	9	--	14
Easy to handle when cleaning, is light-weight -----	2/*	2	1	3
Durability: Wears well; durable -----	56	37	59	12
Appearance -----	38	30	32	32
Likes color; pretty/wide variety of colors	18	17	13	19
Like pattern, design -----	11	6	5	--
Looks nice, pretty, beautiful, attractive, lovely -----	9	7	11	9
Blends well with other furnishings, type of house -----	4	3	3	3
Looks dressy, rich, expensive, formal ----	2	1	2	1
Makes room look more homelike, cozy -----	2	1	*	4
Performance -----	17	11	9	6
Doesn't show footmarks, tracks -----	7	2	2	--
Doesn't mat; nap; stays fluffed up -----	5	2	3	1
Stays in place on floor; doesn't slide or slip; lies flat -----	4	4	3	1
Extra nap doesn't come off -----	2	4	1	4
Comfort characteristics -----	12	5	19	13
Gives warmth; makes floor warmer -----	8	2	15	4
Pleasant to walk on; soft, not scratchy --	4	3	4	9
Construction characteristics -----	6	4	4	5
Good firm body; good pile -----	4	2	3	3
Like texture, weave -----	2	2	1	3
Price: Inexpensive, cheap, economical -----	2	24	3	12
Mothproof -----	*	6	*	4
Nothing particularly liked -----	2	9	3	18
Number of owners -----	1,403	109	461	74

^{1/} Percentages may add to more than group totals and these add to more than 100 because some owners gave more than 1 reply.

^{2/} Asterisk denotes less than 1 percent.

Table 36.--Reasons for liking principal small living-room and master-bedroom floor coverings by major fibers 1/

Reasons	Living room		Master bedroom	
	Cotton	Wool	Cotton	Wool
	Percent	Percent	Percent	Percent
Care and laundering characteristics -----	79	65	90	63
Soil resistant, doesn't show soil, stays clean longer -----	6	19	5	11
Colorfast, fadeproof, doesn't discolor -----	4	10	4	6
Cleans well with vacuum -----	1	11	1	10
Easy to care for -----	2	3	2	4
Holds shape, doesn't stretch or shrink -----	2	2	2	2
Washable -----	22	4	21	5
Dries quickly -----	3	--	5	1
Washes easily; easy to clean, easily laundered -----	30	18	28	21
Can be washed in washing machine -----	21	3	24	4
Washes well, looks new after washing -----	9	2	10	3
Just shake to remove dirt -----	8	3	9	7
Can be laundered at home, no expense of dry cleaning -----	7	--	5	2
Can be dyed -----	4	--	3	1
All other care and laundering characteristics -----	2/*	3	1	2
Price: Inexpensive, cheap, economical -----	16	1	14	2
Appearance -----	13	25	18	18
Likes color, pretty/wide variety of colors -----	8	8	8	6
Like pattern, design -----	--	2	1	5
Looks nice, pretty, beautiful, attractive, lovely -----	5	15	10	8
Durability: Wear well -----	12	40	11	27
Performance -----	7	31	9	26
Doesn't mat; nap stays fluffed up -----	2	2	2	--
Stays in place on floor; doesn't slide or slip; lies flat -----	5	30	7	26
Comfort characteristics -----	4	14	7	17
Gives warmth; makes floor warmer -----	1	10	3	16
Pleasant to walk on; soft, not scratchy -----	2	4	4	2
Protects floor -----	4	2	1	--
Construction -----	2	2	2	2
Mothproof -----	*	--	1	2
Easy to clean room, dust around them -----	1	--	3	5
Like to make them -----	2	1	1	2
Nothing particularly liked -----	2	4	3	7
Number of owners -----	285	91	899	192

1/ Percentages add to more than group totals and these add to more than 100 because some owners gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 37.--Reasons for disliking principal large living-room and master-bedroom floor coverings by major fibers

Reasons	Living room		Master bedroom	
	Wool	Cotton	Wool	Cotton
	Percent	Percent	Percent	Percent
Not ascertained if anything disliked -----	3	4	3	4
Nothing disliked -----	64	28	72	35
Something disliked -----	1/ 33	1/ 68	1/ 25	1/ 61
Care and laundering characteristics -----	12	36	13	35
Not soil resistant, shows soil, dirt spots, doesn't stay clean long -----	8	17	5	18
Doesn't clean easily -----	2	8	3	7
Not colorfast, fades, discolors -----	1	5	2	4
Doesn't hold shape; stretches, shrinks -----	1	4	1	3
Not washable; have to be dry cleaned -----	2/*	3	1	1
Doesn't clean well, doesn't stay new looking -----	*	2	1	3
Difficult to care for -----	*	1	*	3
Difficult to vacuum -----	*	5	*	11
Performance -----	7	37	5	35
Extra nap, fuzzy, lint comes off -----	2	10	3	4
Mats, nap flattens out; doesn't stay fluffy -----	2	14	1	18
Shows footmarks, tracks -----	1	5	1	9
Doesn't stay in place on floor; slip, slide -----	1	10	1	8
Snags, pulls -----	1	5	1	3
Appearance: Dislike color, dislike patterns, designs -----	5	6	3	1
Durability: Not durable, hasn't worn well -----	5	4	3	7
Have to be careful of moth damage -----	4	--	1	--
Prefer larger size -----	2	1	*	1
Comfort -----	2	1	1	*
All other reasons -----	1	3	1	3
Number of owners of large floor coverings -----	1,403	109	461	74

1/ Percentages may add to more than group totals and these add to more than total naming something disliked because some owners gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 38.--Reasons for disliking principal small living-room and master-bedroom floor coverings by major fibers

Reasons	Living room		Master bedroom	
	Cotton	Wool	Cotton	Wool
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Not ascertained if anything disliked -----	1	--	1	--
Nothing disliked -----	54	49	58	67
Something disliked -----	1/ 45	-- 1/ 51	-- 1/ 41	-- 1/ 33
Performance -----	28	15	28	16
Doesn't stay in place on floor, slip, slide -----	22	7	20	9
Extra nap, fuzzy, lint comes off ----	4	5	3	4
Mats, nap flattens out, doesn't stay fluffy -----	3	--	4	1
Edges ravel -----	1	2	1	1
Shows footmarks, tracks -----	1	--	1	2
Snags, pulls -----	2/*	1	2	1
Care and laundering characteristics ----	19	29	17	14
Not soil resistant, shows soil, dirt spots; doesn't stay clean long -----	5	10	6	5
Not colorfast, fades, discolors -----	5	2	5	2
Rubber washes off the back -----	5	2	3	--
Doesn't clean easily -----	2	7	1	2
Doesn't hold shape, stretches, shrinks -----	2	1	1	1
Not washable, have to be dry cleaned	1	5	*	5
Difficult to vacuum -----	1	1	2	1
Appearance: Doesn't look nice, pretty, beautiful, attractive -----	5	3	2	4
Durability: Not durable, hasn't worn well -----	1	--	2	3
Have to be careful of moth damage -----	--	5	--	3
All other reasons -----	1	3	*	1
Number of owners of small floor coverings -----	285	91	899	192

1/ Percentages may add to more than group totals and these add to more than total naming something disliked because some owners gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 39.--Extent of difficulty in everyday cleaning for principal living-room floor coverings, by type and fiber

Type of covering and fiber	Have difficulty	Number of owners of large living-room floor coverings
	<u>Percent</u>	<u>Number</u>
<u>Total owners</u> -----	<u>11</u>	<u>1,698</u>
<u>Type of floor covering</u>		
Wall to wall -----	11	376
Room size -----	11	1,322
<u>Fiber</u>		
Wool -----	8	1,403
Cotton -----	29	109
Other fibers -----	23	52
Other mixtures -----	18	121

Table 40.--Types of everyday cleaning difficulties found with large wool living-room floor coverings 1/

Cleaning difficulties	Wool
	<u>Percent</u>
Shows soil, dirt, spots; doesn't stay clean long; color shows soil -----	51
Spots, stains difficult to get out -----	22
Difficult to vacuum -----	18
Shows footmarks, tracks -----	15
Difficult to sweep -----	12
Doesn't get thoroughly clean -----	11
Extra nap, fuzz, lint comes off -----	9
Has to be cleaned often -----	8
Mats, nap flattens down, nap doesn't fluff up --	6
Not washable -----	2
All other reasons -----	4
Number of owners reporting cleaning difficulties -----	113

1/ Percentages add to more than 100 because some owners gave more than 1 reply.

Table 41.--Cleaning methods used for principal living-room floor coverings by type and major fiber

Cleaning methods	Type		Fiber			
	Wall to wall	Room size	Wool	Cotton	Other fibers	Other mixtures
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Never cleaned (by any method)	----- 49	----- 38	----- 40	----- 34	----- 54	----- 50
Cleaned	----- 1/ 51	----- 1/ 62	----- 1/ 60	----- 1/ 66	----- 1/ 46	----- 1/ 50
Special self-cleaned in home	37	40	39	37	40	36
By commercial cleaners outside	9	30	25	38	6	16
By commercial firm in home	14	1	4	2	4	4
Number of owners of large living-room floor coverings	376	1,322	1,403	109	52	121

1/ Percentages may add to more than the total who have cleaned because some owners used more than 1 method of cleaning.

Table 42.--Satisfaction with method of cleaning used for large living-room floor coverings of wool

Degree of satisfaction	Method of cleaning		
	Special self-cleaning in home	Commercial cleaners outside	Commercial firm in home
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Completely satisfied -----	85	83	74
Fairly satisfied -----	10	7	10
Not satisfied -----	4	5	6
Not ascertained -----	1	5	10
Number of owners using cleaning methods -----	554	357	58

Table 43.--Reasons for dissatisfaction with cleaning methods used for large living-room floor coverings 1/

Reasons for dissatisfaction	Special self-cleaning method	Outside commercial cleaner
	<u>Percent</u>	<u>Percent</u>
Rug not thoroughly clean -----	35	9
Spots, stains didn't come out -----	15	17
Colors didn't look bright, rug looked dull ---	11	4
Commercial cleaner does a better job -----	10	--
Didn't stay clean long -----	10	2
Matted; nap flattened out; nap not fluffy ----	8	13
Rug too old, worn, to be completely satisfied	4	7
Difficult to clean; required a lot of work ---	4	--
Lost sizing, rug became limp -----	4	13
Lost shape; shrank; stretched -----	3	33
Couldn't remove all the cleaner out of the rug -----	3	--
Got stiff, harsh -----	2	--
Faded, discolored -----	2	7
Doesn't lie flat; edges curl -----	1	2
All other reasons -----	3	6
Don't know -----	22	11
Number not completely satisfied with cleaning method used -----	104	54

1/ Percentages add to more than 100 because some respondents made more than 1 reply.

Table 44.--Frequency of cleaning large floor coverings of wool, by method used

Replies	Method of cleaning			
	Special self-cleaning	Outside commercial cleaners	Commercial firm in home	
	Percent	Percent	Percent	
Not cleaned in past year -----	20	40	40	
Cleaned in the past year -----	80	60	60	
Number of times cleaned:				
Once -----	43	53	41	
Twice -----	23	2	2	
Three or more times -----	10	1/5	--	
Not ascertained number of times -----	4	5	17	
Number of owners using cleaning methods -----	554	357	58	

1/ Asterisk denotes less than 1 percent.

Table 45.--Types of floor coverings preferred for living room and master bedroom by persons having only scatter rugs in each room, by selected characteristics

Selected characteristics	Living room			Owners of scatter rugs only in living room	Master bedroom			Owners of scatter rugs only in master bedroom
	Scatter rugs	Wall to wall	Room size		Don't know	Room size	Don't know	
	Percent	Percent	Percent		Percent	Percent	Percent	
Total -----	41	37	20	368	72	15	11	1,117
Size of city								
1,000,000 and over -----	50	29	19	52	71	18	10	249
2,500 - 999,999 -----	47	32	20	129	73	16	9	461
Under 2,500 -----	34	42	20	187	70	13	14	407
Income								
Lower -----	45	30	21	134	74	12	13	247
Middle -----	41	35	21	114	73	14	11	354
Upper -----	35	46	17	101	69	19	10	432

Table 46.--Reasons for preferring a particular fiber for living-room and master-bedroom floor coverings, by fiber 1/

Reasons	Living room					Master bedroom		
	Wool	Wool mix- tures	Nylon	Cotton	Cotton mix- tures	Wool	Cotton	Nylon
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Durability: Wears well, durable, nap doesn't wear off -----	72	70	50	32	51	63	18	45
Care and laundering characteristics -----	38	62	72	59	44	34	54	38
Easy to clean, cleans easily ---	12	25	42	30	16	13	15	32
Soil resistant, doesn't show soil, stays clean longer -----	9	22	15	10	11	6	4	12
Colorfast, fadeproof, doesn't discolor -----	8	6	1	2	5	4	3	2
Cleans well -----	6	5	3	3	2	4	2	9
Easy to care for -----	5	3	13	9	4	5	6	8
Cleans well with vacuum -----	2	1	1	--	5	4	1	2
Holds shape, doesn't shrink ---	2	9	--	3	5	1	1	--
Washable -----	1	4	10	20	5	2/*	27	9
Easy to handle when cleaning ---	1	4	1	2	--	1	1	--
Can be brushed or swept clean --	*	--	2	--	4	--	1	2
Appearance -----	23	19	20	19	18	21	26	15
Looks nice, pretty, beautiful, attractive -----	13	12	10	12	11	15	12	5
Looks dressy, rich, expensive, formal -----	5	1	2	--	--	4	1	3
Like color; comes in pretty/wide variety of colors -----	3	5	6	4	5	2	9	8
Like pattern, design -----	2	1	2	2	5	1	1	--
Blends with other furnishings/ type of house -----	*	--	2	1	--	*	4	--
Performance -----	11	10	8	2	6	7	2	12
Doesn't mat; nap stays fluffed up -----	5	5	5	1	2	2	1	5
Stay in place on floor, don't slide, slip -----	3	4	1	--	--	3	--	5
Doesn't show footmarks, tracks -	2	1	2	--	4	1	--	--
Extra nap doesn't come off -----	1	3	1	1	--	1	1	3
Satisfactory past/present experience: Like the one I now have -----	10	3	2	5	7	6	2	2
Comfort characteristics -----	9	10	5	9	14	19	9	12
Gives warmth; makes floor warmer	7	1	1	--	--	16	2	--
Pleasant to walk on; soft -----	3	8	2	--	7	5	3	5
Not itchy, scratchy, prickly ---	*	--	2	2	2	--	1	5
Cool -----	--	1	--	4	4	--	3	3
All other comfort characteristics -----	*	--	--	3	2	*	1	2
Construction characteristics -----	4	12	2	2	5	1	1	9
Good firm body; good pile -----	3	8	--	2	5	1	--	--
Like texture, weave -----	1	1	1	--	--	*	1	5
Tightly woven, woven closer ---	*	3	1	--	--	--	--	--
All other construction characteristics -----	--	1	--	--	--	--	--	5
Price: Inexpensive, cheap, economical -----	2	6	6	30	12	2	28	9
Mothproof, no moth problem -----	*	4	20	18	11	*	9	14
Recommendation: Relations, friends, salesman -----	*	--	1	1	2	*	--	8
All other reasons -----	*	1	3	1	8	3	5	4
Not ascertained -----	1	--	1	1	--	2	1	3
Number owning or preferring large size floor coverings and the fiber -----	1,230	77	125	91	57	481	137	66

1/ Percentages may add to more than the group totals and these add to more than 100 because some owners gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 47.--Extent of dissatisfaction with fiber preferred for living-room and master-bedroom floor coverings, by fiber

Fiber	Dislike something about fiber	Number owning or preferring large size and the fiber
	Percent	Number
<u>Living room</u>		
Wool -----	13	1,230
Wool mixtures -----	5	77
Nylon -----	16	125
Cotton -----	19	91
Cotton mixtures -----	4	57
<u>Master bedroom</u>		
Wool -----	7	481
Cotton -----	15	137
Nylon -----	9	66

Table 48.--Dislikes expressed by those preferring wool for living-room floor coverings ^{1/}

Reasons for disliking	Wool
	Percent
Have to be careful of moth damage -----	56
Care and laundering characteristics -----	23
Not soil resistant, shows soil, dirt, spots; doesn't stay clean long -----	9
Doesn't clean easily -----	6
Doesn't hold shape; stretches, shrinks -----	4
Not washable; have to be dry cleaned -----	3
Difficult to care for -----	3
Doesn't clean well -----	1
Difficult to vacuum -----	1
Comfort -----	12
Itchy, scratchy, prickly; allergic to it -----	6
Too hot, warm -----	5
Too cool -----	1
Performance -----	8
Extra nap, fuzzy, lint comes off -----	4
Mats; nap flattens out; doesn't stay fluffy -----	2
Snags, pulls -----	1
Shows footmarks, tracks -----	1
Doesn't stay in place on floor; slip, slide -----	1
All other performance characteristics -----	1
Price: Too expensive -----	6
Not durable, hasn't worn well -----	1
Appearance: Dislike color -----	1
All other reasons -----	1
Number owning or preferring large floor coverings who dislike something about fiber preferred -----	158

^{1/} Percentages may add to more than the group totals and these add to more than 100 because some respondents gave more than 1 reply.

Table 49.--Ownership of wall-to-wall and room-size master-bedroom floor coverings by selected characteristics and fiber

Selected characteristics	Wool	Cotton	Other fibers	Mixtures	Owners of large master-bedroom floor covering
	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>77</u>	<u>12</u>	<u>3</u>	<u>7</u>	<u>599</u>
<u>Size of city</u>					
1,000,000 and over -----	74	16	2	7	186
2,500 - 999,999 -----	81	10	2	6	241
Under 2,500 -----	75	12	3	9	172
<u>Age</u>					
15 - 29 years -----	55	29	5	11	79
30 - 44 years -----	75	15	3	7	203
45 - 64 years -----	83	8	1	6	214
65 years and over -----	85	5	2	7	103
<u>Income</u>					
Lower -----	78	9	3	9	140
Middle -----	77	12	1	8	133
Upper -----	76	15	3	6	267
<u>Education</u>					
Grade school -----	84	7	3	5	133
High school -----	76	13	3	8	304
College -----	73	16	2	6	160

Table 50.--Ownership of master-bedroom scatter rugs by selected characteristics and fiber

Selected characteristics	Cotton	Cotton mixtures	Wool	Rayon	Owners of only scatter rugs in master bedroom
	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>80</u>	<u>3</u>	<u>17</u>	<u>2</u>	<u>1,117</u>
<u>Size of city</u>					
1,000,000 and over -----	76	4	20	2	249
2,500 - 999,999 -----	81	3	18	2	461
Under 2,500 -----	83	3	15	1	407
<u>Age</u>					
15 - 29 years -----	86	3	10	2	183
30 - 44 years -----	84	2	12	2	428
45 - 64 years -----	78	4	23	1	400
65 years and over -----	68	4	30	2	106
<u>Income</u>					
Lower -----	81	5	14	1	247
Middle -----	84	2	16	1	354
Upper -----	79	2	19	2	432
<u>Education</u>					
Grade school -----	82	3	15	1	271
High school -----	80	3	17	2	629
College -----	80	3	19	1	207

Table 51.--Room for which principal master-bedroom floor covering was originally intended, by type

Original use	Types of floor coverings	
	Wall to wall	Room size
	<u>Percent</u>	<u>Percent</u>
Originally intended for master bedroom -----	81	52
Originally intended for some other room -----	19	48
<u>Intended for:</u>		
Living room, sitting room, parlor -----	15	38
Dining room -----	--	5
Den, music room, library -----	--	1
Don't know; rug on floor when moved in --	4	4
Number of owners of wall-to-wall or room-size master-bedroom floor coverings -----	112	487

Table 52.--Ownership of items of bedding by selected characteristics

Selected characteristics	Bedspreads	Blankets	New sheets 1/	Cases
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
<u>Total</u> -----	97	94	50	2,709
<u>Size of city</u>				
1,000,000 and over ---	96	93	48	622
2,500 - 999,999 -----	98	95	53	1,054
Under 2,500 -----	97	93	48	1,033
<u>Age</u>				
15 - 29 years -----	97	95	57	464
30 - 44 years -----	98	94	57	976
45 - 64 years -----	97	94	48	919
65 years and over ---	94	93	28	350
<u>Income</u>				
Lower -----	95	90	41	923
Middle -----	98	96	52	716
Upper -----	99	96	59	870
<u>Education</u>				
Grade school -----	96	91	41	866
High school -----	98	95	52	1,382
College -----	98	98	60	443

1/ Purchases within the year preceding the survey.

Table 53.--Seasonal and occasional change of bedspreads

Extent of and reasons for change	Total	
	<u>Percent</u>	
Do not change -----		74
Change from time to time -----		<u>1/</u> 26
<u>Seasons of change</u>		
Summer -----	15	
Winter -----	11	
All four seasons -----	3	
Fall -----	2	
Spring -----	2	
<u>Occasions of change</u>		
Company, guests, entertaining -----	4	
Just like to change, get tired of same one -	2	
Holidays -----	1	
Change of color schemes -----	1	
Sunday -----	1	
Other occasions (unspecified) -----	1	
No special time -----	1	
Number of owners changing from time to time -----		2,634

1/ Percentages may add to more than total who change from time to time because some owners named more than 1 season or occasion of change.

Table 54.--Fibers owned and preferred for bedspreads

Fiber	Owned <u>1/</u>	Preferred
	<u>Percent</u>	<u>Percent</u>
Cotton -----	98	88
Cotton and rayon -----	2	<u>2/</u> *
Rayon -----	12	3
Silk -----	2	1
Nylon -----	1	2
Other fibers and mixtures ----	1	2
Fiber not ascertained -----	2	4
Number of cases -----	2,634	2,634

1/ Percentages add to more than 100 because some owners named more than 1 fiber.

2/ Asterisk denotes less than 1 percent.

Table 55.--Ownership of bedspreads, by selected characteristics and fiber 1/

Selected characteristics	Cotton	Cotton and rayon	Rayon	Silk	Owners of bedspreads
	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>98</u>	<u>2</u>	<u>12</u>	<u>2</u>	<u>2,634</u>
<u>Size of city</u>					
1,000,000 and over -----	96	2	17	3	599
2,500 - 999,999 -----	99	2	12	3	1,033
Under 2,500 -----	99	3	10	1	1,002
<u>Age</u>					
15 - 29 years -----	98	2	10	2	450
30 - 44 years -----	99	2	13	1	959
45 - 64 years -----	98	2	13	3	896
65 years and over -----	98	3	10	3	329
<u>Income</u>					
Lower -----	99	3	11	3	877
Middle -----	98	2	12	1	702
Upper -----	98	2	14	3	861
<u>Education</u>					
Grade school -----	98	2	12	2	828
High school -----	98	2	12	2	1,355
College -----	98	2	14	3	434

1/ Percentages add to more than 100 because some owners named more than 1 fiber.

Table 56.--Usual method of cleaning bedspreads, by fiber

Cleaning method	Cotton <u>1/</u>	Cotton and rayon	Rayon <u>1/</u>	Silk
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Wash at home -----	91	84	47	19
Wash at commercial laundry	10	5	3	3
Dry clean -----	3	11	50	69
New, not cleaned yet ----	<u>2/</u> *	--	2	9
Number of owners ----	2,588	57	323	58

1/ Percentages add to more than 100 because some owners used more than 1 method of cleaning.

2/ Asterisk denotes less than 1 percent.

Table 57.--Frequency of cleaning bedspreads by method of cleaning and by fiber

Frequency	Washed at home <u>1/</u>		Washed at commercial laundry <u>1/</u>	Dry-cleaned	
	Cotton	Rayon	Cotton	Cotton	Rayon
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Once a week or more often --	6	3	2	--	--
Every 2 - 3 weeks -----	16	12	11	1	1
Every month -----	24	15	15	3	2
Every 5 - 7 weeks -----	3	2	2	1	--
6 times a year -----	12	9	9	--	1
5 times a year -----	3	1	2	--	--
4 times a year -----	14	10	16	3	3
3 times a year -----	10	8	13	4	4
2 times a year -----	12	14	20	24	23
Once a year or less often --	4	19	12	50	52
Haven't had washed/dry cleaned as yet -----	1	5	<u>2/</u> *	7	12
Not ascertained -----	1	4	2	7	2
Number using the cleaning method for fiber ---	2,364	151	255	71	161
Median cleanings per year	6	4.5	4.5	1	1

1/ Percentages add to more than 100 because some owners named more than 1 frequency for a fiber.

2/ Asterisk denotes less than 1 percent.

Table 58.--Reasons for preferring a particular fiber for bedspreads 1/

Reasons	Cotton	Rayon	Nylon
	Percent	Percent	Percent
Care and laundering characteristics -----	87	46	88
Washes easily, easy to clean, easily laundered -----	29	3	30
Washes well; looks like new after washing --	17	7	--
Washable -----	14	7	13
Can be laundered at home; no expense of dry cleaning -----	14	1	9
A minimum or no ironing required; wash and drip dry -----	12	1	27
Easy to care for -----	6	5	7
Colorfast, fadeproof, doesn't discolor -----	5	3	4
Can be washed in machine -----	5	--	2
Holds shape; doesn't stretch, shrink -----	4	4	4
Soil resistant, doesn't show soil, stays clean longer -----	4	14	5
Dries fluffy; fluffs up after washing -----	3	--	2
Easy to handle during laundering; is lightweight -----	2	8	5
Dries quickly -----	2	1	30
Easy to iron -----	1	3	2
Other care and laundering characteristics --	3	4	--
Durability: Wears well, durable, lasts longer-----	32	12	20
Appearance -----	26	69	46
Looks nice, pretty, beautiful, attractive --	14	36	30
Comes in pretty/wide variety of colors -----	4	9	5
Fresh looking -----	3	--	4
Comes in pretty/wide variety of patterns --	3	3	--
Blends with other furnishings -----	1	4	--
Looks cool -----	1	1	4
Looks dressy, rich, expensive, formal -----	1	20	9
Tailored, simple, plain, neat -----	1	--	2
Looks soft, fluffy -----	1	3	--
All other appearance characteristics -----	2/*	7	--
Price: Inexpensive, cheap, economical -----	12	--	2
Performance -----	8	13	16
Doesn't wrinkle; lies smoothly on bed; doesn't slide -----	7	4	5
Not linty; doesn't shed lint, fuzz -----	1	9	13
Weight: Lightweight, right weight, weight wanted -----	3	5	7
Comfort: Cool -----	2	3	2
Versatility: Can be used all year round -----	1	--	2
Just want a change, variety -----	--	7	--
All other reasons -----	3	1	2
Number preferring fabric -----	2,318	74	56

1/ Percentages add to more than the group totals and these add to more than 100 because some owners gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 59.--Dislikes expressed by those preferring cotton for bedspreads 1/

Reasons	Cotton	
	Percent	
Performance -----		66
Linty; sheds lint, fuzz -----	56	
Wrinkle easily, doesn't lie smoothly on bed, slides -----	6	
Snags, pulls easily -----	4	
All other performance characteristics -----	1	
Care and laundering characteristics -----		24
Not colorfast, fades -----	8	
Doesn't hold shape; stretches, shrinks -----	5	
Mats after washing; doesn't fluff up; fringe tangles -----	4	
Difficult to handle during laundering because heavy -----	3	
Requires ironing -----	3	
Not soil resistant, soils easily; doesn't stay clean long -----	3	
All other care and laundering characteristics -----	1	
Appearance -----		5
Not dressy, rich looking; doesn't look expensive, formal, fancy --	3	
Doesn't look nice, pretty -----	1	
All other appearance characteristics -----	1	
Durability: Not durable, doesn't wear well -----		3
Price: Too expensive -----		2
Versatility: Can't be used all seasons; too warm for summer -----		1
All other reasons -----		4
Number expressing dissatisfaction with fiber -----		225

1/ Percentages may add to more than group totals and these add to more than 100 because some owners made more than 1 reply.

Table 60.--Type of bedspread preferred, by selected characteristics

Selected characteristics	Type			Owners of bedspreads
	Tufted	Woven	Don't know	
	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>52</u>	<u>38</u>	<u>10</u>	<u>2,634</u>
<u>Size of city</u>				
1,000,000 and over ----	44	43	13	599
2,500 - 999,999 -----	52	40	8	1,033
Under 2,500 -----	56	34	10	1,002
<u>Income</u>				
Lower -----	54	36	10	877
Middle -----	56	36	8	702
Upper -----	47	43	10	861

Table 61.--Reasons for preferring tufted or woven bedspreads ^{1/}

Reasons	Tufted		Woven	
	Percent		Percent	
Appearance -----		61		30
Looks nice, pretty, beautiful, attractive, lovely -----	40		14	
Looks dressy, rich, expensive, formal, fancy -----	10		4	
Comes in pretty/wide variety of patterns -----	7		4	
Comes in pretty/wide variety of colors -----	3		2	
Looks soft, looks fluffy -----	3		<u>2</u> / [*]	
Appropriate for furnishings -----	1		3	
Tailored, simple, plain, more modern looking -----	1		3	
Looks cool -----	*		2	
Care and laundering characteristics -----		55		36
No ironing required -----	27		3	
Washes well, looks like new after washing -----	11		4	
Dries fluffy, fluffs up after washing -----	10		1	
Washes easily, easy to clean, easily laundered -----	8		10	
Soil resistant, doesn't show soil, stays clean longer --	4		5	
Easy to care for -----	3		3	
Holds shape, doesn't stretch, shrink -----	3		3	
Washable -----	2		1	
Colorfast, doesn't fade -----	1		1	
Dries quickly -----	1		2	
Easy to handle during laundering, is lightweight -----	1		7	
All other care and laundering characteristics -----	1		2	
Durability: Wears well, durable, last longer -----		16		16
Performance -----		11		32
Doesn't wrinkle, lies smoothly on the bed, doesn't slide -----	9		6	
Doesn't snag, pull -----	1		5	
Not linty, doesn't shed lint, fuzz -----	1		23	
Weight -----		4		5
Heavy -----	3		1	
Lightweight -----	1		4	
Price: Inexpensive, cheap, economical -----		3		2
Softness; like the feel of it -----		3		1
Habit; always used, no reason to change -----		2		1
Weave/fiber preferred comes in this type only -----		1		6
Variety; would like a change -----		*		5
Cool -----		*		2
All other reasons -----		2		3
Number preferring type -----	1,361		1,016	

^{1/} Percentages may add to more than the group totals and these add to more than 100 because some owners gave more than 1 reply.

^{2/} Asterisk denotes less than 1 percent.

Table 62.--Reasons for disliking type of bedspread preferred 1/

Reasons	Tufted		Woven	
	Percent		Percent	
Performance -----	84		27	
Linty; sheds lint, fuzz -----	69		--	
Tufts come loose, pull out; fringe ravel -----	12		--	
Snags, pulls easily -----	4		12	
Wrinkles; doesn't lie smoothly on bed; slides -	2/*		13	
All other performance characteristics -----	1		2	
Care and laundering characteristics -----	15		67	
Difficult to handle during laundering because heavy -----	7		3	
Mats after washing; doesn't fluff up; fringe ravel -----	3		--	
Takes too long to dry -----	2		--	
Not colorfast, fades -----	1		3	
Too heavy for washing machine -----	*		2	
Requires ironing -----	*		35	
Doesn't hold shape; stretches, shrinks -----	*		13	
Not soil-resistant, soils easily, doesn't stay clean long -----	*		3	
All other care and laundering characteristics -	2		8	
Appearance: Not dressy, rich looking; doesn't look expensive -----	3		----	5
Durability: Doesn't wear well, not durable -----	2		----	7
Price: Too expensive -----	1		----	3
All other reasons -----	2		----	2
Number expressing dissatisfaction with type -----	243		60	

1/ Percentages may add to more than the group totals and these add to more than 100 because some owners gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 63.---Ownership of bedcoverings by types and selected characteristics 1/

Selected characteristics	Type						Cases
	Total blanket owners	Blankets		Other coverings			
		Regular	Electric	Quilts	Com- forters	Other bed coverings	
<u>Total</u> -----	<u>Percent</u> 94	<u>Percent</u> 93	<u>Percent</u> 10	<u>Percent</u> 53	<u>Percent</u> 33	<u>Percent</u> 2	<u>Number</u> 2,709
<u>Size of city</u>							
1,000,000 and over -----	93	93	7	39	34	1	622
2,500 - 999,999 -----	95	93	11	49	33	2	1,054
Under 2,500 -----	93	92	10	66	33	3	1,033
<u>Age</u>							
15 - 29 years -----	95	95	7	57	27	1	464
30 - 44 years -----	94	92	10	53	35	2	976
45 - 64 years -----	94	93	11	50	34	3	919
65 years and over -----	93	91	11	57	35	1	350
<u>Income</u>							
Lower -----	90	89	6	63	31	2	923
Middle -----	96	94	10	50	32	3	716
Upper -----	96	95	13	47	35	2	870
<u>Education</u>							
Grade School -----	91	90	6	62	29	2	866
High school -----	95	93	9	49	35	2	1,382
College -----	98	96	21	50	37	2	443

1/ Percentages add to more than 100 because some respondents named more than 1 type of bed-covering.

Table 64.--Reasons for nonuse of blankets 1/

Reasons for nonuse	Total
	Percent
Comfort characteristics -----	45
Allergic to wool blankets; itchy, scratchy; don't like the feel of them -----	17
House is warm/heated, blankets not necessary -----	12
Too warm -----	9
Quilts/comforters are warm enough -----	8
Blankets too heavy; other bed coverings lighter -----	6
Quilts/comforters warmer -----	4
Makes quilts/comforters, or receives them as gifts -----	33
Price: Too expensive, can't afford -----	13
Have or prefer other bed coverings (general) -----	12
Care and laundering characteristics -----	9
Blankets more difficult to care for than quilts or comforters -----	6
Blankets don't stay clean long -----	2
Blankets lose shape; stretch, shrink -----	2
All other care and laundering characteristics -----	1
Durability: Quilts/comforters last longer -----	4
Performance: Blankets get linty; fuzzy, lint comes off -----	3
All other reasons -----	2
Not ascertained -----	1
Number of nonusers -----	163

1/ Percentages add to more than the group totals and these add to more than 100 because some respondents gave more than 1 reply.

Table 65.--Fiber of last blanket acquired and fiber preferred for regular blankets

Fiber	Last acquired		Preferred	
	Percent		Percent	
Wool -----		47	----	42
Wool and nylon -----		4	----	5
Wool and rayon -----		5	----	3
Other wool mixtures -----		3	----	4
Cotton -----		13	----	15
Cotton and wool -----		15	----	13
Wool and cotton <u>1/</u> -----	3		5	
Wool and cotton <u>2/</u> -----	4		3	
Cotton and wool <u>3/</u> -----	8		6	
Cotton and synthetics -----		3	----	3
Cotton and rayon -----		--	----	1
Other cotton mixtures -----		2	----	<u>4/</u> *
Synthetics and synthetic mixtures -----		3	----	8
Nylon -----	--		4	
Orlon -----	--		1	
Dacron -----	--		1	
Synthetic mixtures (general) -----	--		2	
Rayon and rayon mixtures -----		2	----	2
Nylon and rayon -----	--		1	
Rayon -----	--		1	
Rayon mixtures (general) -----	--		*	
Not ascertained -----		3	----	4
Number of cases -----	2,331		2,141	

- 1/ Not ascertained whether cotton or wool was the major fiber.
2/ Wool was the major fiber.
3/ Cotton was the major fiber.
4/ Asterisk denotes less than 1 percent.

Table 66.--Fiber content of last blanket acquired, by selected characteristics

Selected characteristics	Wool	Wool and rayon	Wool and nylon	Other wool mixtures	Cotton	Cotton and wool	Cotton and synthetics	Other cotton mixtures	Synthetic and synthetic mixtures	Rayon and rayon mixtures	Owners of blankets
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	47	5	4	4	13	14	3	2	3	2	2,546
Size of city											
1,000,000 and over -----	61	4	5	2	8	9	1	2	4	2	581
2,500 - 999,999 -----	49	4	4	4	12	13	3	3	2	2	1,002
Under 2,500 -----	37	6	4	4	17	18	3	2	3	2	963
Age											
15 - 29 years -----	45	4	7	3	15	9	4	2	5	3	442
30 - 44 years -----	46	5	5	5	11	14	2	3	4	2	914
45 - 64 years -----	47	5	3	4	13	16	2	3	2	2	866
65 years and over -----	56	3	2	2	16	13	1	1	2	1	324
Income											
Lower -----	39	3	3	3	22	19	2	2	2	1	832
Middle -----	46	6	5	4	11	14	2	2	3	3	685
Upper -----	53	6	6	4	7	10	3	2	4	2	836
Education											
Grade school -----	39	3	3	2	22	20	2	2	2	2	789
High school -----	48	6	5	4	9	13	3	2	3	3	1,306
College -----	58	6	4	3	7	8	2	3	4	2	433

Table 67.---Fiber content of last blanket acquired by types and ways in which acquired

Fibers	Total blankets acquired	Total pur-chases	Total gift	Type of blanket					
				Regular			Electric		
				Total regular acquired	Purchase	Gift	Total electric acquired	Purchase	Gift
Total -----	Percent <u>100</u>	Percent <u>62</u>	Percent <u>38</u>	Percent <u>92</u>	Percent <u>58</u>	Percent <u>34</u>	Percent <u>8</u>	Percent <u>4</u>	Percent <u>4</u>
Wool -----	47	43	55	47	43	55	44	41	47
Wool and rayon -----	5	5	4	5	5	4	7	9	4
Wool and nylon -----	4	4	5	4	4	4	6	5	7
Other wool mixtures	4	4	3	3	4	3	6	5	8
Cotton -----	13	16	8	13	16	8	9	8	10
Cotton and wool ---	14	17	9	15	18	10	6	9	2
Cotton and syn-thetics -----	3	2	3	3	2	3	2	2	2
Other cotton mix-tures -----	2	2	2	2	2	2	5	6	4
Synthetics and syn-thetic mixtures --	3	3	3	3	3	3	3	5	2
Rayon and rayon mixtures -----	2	3	2	2	2	2	2	3	2
Other fibers and mixtures -----	1/*	*	*	*	--	*	1	1	1
Not ascertained ---	3	1	6	3	1	6	9	6	11
Number of owners -----	2,546	1,585	961	2,331	1,474	857	215	111	104

1/ Asterisk denotes less than 1 percent.

Table 68.--Types of blankets owned and type of last blanket acquired, by selected characteristics

Selected characteristics	Type owned ^{1/}		Type last acquired		Owners of blankets
	Regular	Electric	Regular	Electric	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
<u>Total</u> -----	99	11	92	8	2,546
<u>Size of city</u>					
1,000,000 and over --	99	8	94	6	581
2,500 - 999,999 ----	98	12	90	10	1,002
Under 2,500 -----	99	11	92	8	963
<u>Income</u>					
Lower -----	99	7	94	6	832
Middle -----	99	11	92	8	685
Upper -----	99	14	89	11	836

^{1/} Percentages add to more than 100 because some owners named both types of blankets.

Table 69.--Date of acquiring last blanket, by type

Date of purchase	Total blankets	Type of last blanket	
		Regular	Electric
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1957 -----	6	5	7
1956 -----	26	24	40
1955 -----	18	18	21
1954 -----	9	9	12
1953 -----	6	6	8
1952 -----	7	7	4
1951 -----	3	3	3
1950 -----	4	5	1
1949 or earlier --	17	19	4
Not ascertained --	4	4	--
Number of owners -----	2,546	2,331	215
Median age in years -----	2.5	3.5	2

Table 70.--Date of acquiring last blanket, by fiber

Date of purchase	Wool	Wool and rayon	Wool and nylon	Other wool mixtures	Cotton	Cotton and wool	Cotton and synthetics	Other cotton mixtures	Syn-thetics and synthetic mixtures	Rayon and rayon mixtures
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1957 -----	4	5	9	5	7	3	11	16	10	18
1956 -----	14	27	52	42	33	24	53	50	58	47
1955 -----	16	20	19	21	21	20	15	21	23	26
1954 -----	9	9	7	13	11	10	8	3	4	5
1953 -----	7	7	5	3	6	8	2	3	3	--
1952 -----	8	8	4	2	6	8	3	3	--	2
1951 -----	4	6	--	1	3	4	2	--	--	--
1950 -----	7	3	--	--	1	4	2	--	1	--
1949 or earlier --	26	9	2	9	10	17	2	4	1	--
Not ascertained --	5	6	2	4	2	2	2	--	--	2
Number of owners -----	1,201	123	107	93	328	357	63	58	78	55
Median age in years -----	4	2	1	.5	2	3	1	1	1	1

Table 71.--Reasons for selecting a regular blanket at time of last purchase, by fiber 1/

Reasons	Wool	Wool and rayon	Wool and nylon	Other wool mixtures	Cotton	Cotton and wool	Other cotton mixtures
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Comfort characteristics -----	83	56	58	69	62	68	60
Warm (general) -----	65	26	24	33	14	31	17
Lightweight, not too heavy -----	17	15	24	22	15	12	14
Warmth without weight, need fewer blankets -----	11	9	10	11	1	5	6
Soft, feels soft, feels good next to body -----	7	6	10	9	10	4	6
Heavy, heavier, thicker -----	3	1	3	5	1	2	3
Right weight, right weight for climate -----	2	--	2	2	2	2	3
Doesn't scratch, irritate skin, not sticky, nonallergenic -----	1	13	10	11	25	23	14
Not too warm, good for summer; cooler; don't need too much warmth -----	2/*	3	--	5	8	5	5
Durability: Wears well, durable -----	20	10	12	9	7	9	10
Appearance -----	17	24	27	20	9	13	13
Like color; comes in pretty/wide variety of colors -----	12	18	15	13	5	10	11
Looks nice, pretty, beautiful, attractive, lovely -----	5	8	10	7	3	3	3
Like binding, satin binding -----	1	1	2	2	1	*	--
Care and laundering characteristics -----	15	23	41	47	41	40	43
Washes easily, easy to clean, easily laundered -----	3	4	8	9	21	7	8
Washes well -----	3	8	3	7	6	7	8
Holds shape; doesn't stretch, shrink -----	2	6	25	22	3	11	21
Washable -----	2	1	7	5	8	7	10
Can be washed in washing machine -----	1	1	2	--	1	2	5
Colorfast, colors stay bright, white doesn't discolor -----	1	--	--	4	1	*	--
Can be washed at home -----	1	1	2	2	3	5	--
Doesn't mat, get harsh, stiff after washing -----	1	--	5	4	1	3	3
Easy to care for -----	1	--	--	4	1	1	--
Dries quickly -----	*	3	2	7	2	1	3
Price: Less expensive, right price, on sale -----	13	32	29	36	28	26	29
Performance: Fuzz doesn't come off, not linty -----	2	1	7	4	1	3	3
Size: Size wanted, super size -----	2	5	7	2	2	3	2
Construction characteristics: Smooth, closely woven, firm weave -----	1	--	2	2	--	--	2
Mothproof; no moth problems -----	*	3	5	2	2	2	2
Like it, need it -----	2	5	--	4	3	2	3
Not ascertained -----	1	3	2	2	--	1	2
Number purchasing a regular blanket of the fiber -----	632	78	59	55	239	257	63

1/ Percentages may add to more than group totals and these add to more than 100 because some purchasers gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 72.--Degree of satisfaction with last blanket acquired, by fiber

Fibers	Degree of satisfaction			Number who have used last blanket acquired
	Completely satisfied with it	Fairly satisfied with it	Not satisfied at all	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
Wool -----	92	6	2	1,153
Wool and rayon -----	87	12	1	118
Wool and nylon -----	91	9	--	93
Other wool mixtures ----	90	9	1	88
Cotton -----	90	8	2	307
Cotton and wool -----	94	5	1	340
Cotton and synthetics --	88	8	4	57
Other cotton mixtures --	85	13	2	55
Synthetics and synthetic mixtures -----	91	9	--	74

Table 73.--Reasons for liking last blanket acquired and used, by fiber ^{1/}

Reasons	Wool	Wool and rayon	Wool and nylon	Other wool mixtures	Cotton	Cotton and wool	Cotton and synthetics	Other cotton mixtures	Synthetic and synthetic mixtures
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Comfort characteristics -----	82	76	75	77	72	74	75	65	81
Warm (general) -----	62	42	47	43	29	39	37	27	38
Lightweight, not too heavy -----	23	26	25	31	23	20	23	25	35
Warmth without weight -----	12	18	11	16	4	8	14	9	15
Soft, feels soft; feels good next to body -----	10	9	14	10	15	8	19	18	14
Heavy, heavier, thicker -----	2	--	2	1	3	3	4	2	--
Right weight, right weight for climate -----	2	2	3	2	4	6	--	9	--
Doesn't scratch, irritate skin, not sticky -----	1	4	5	6	13	12	9	5	5
Not too warm; good for summer, cooler -----	2/*	--	1	1	4	1	4	2	1
Care and laundering characteristics -----	32	49	47	44	51	51	54	38	65
Washes well -----	9	19	14	8	9	13	18	5	19
Holds shape; doesn't stretch, shrink -----	7	13	14	13	9	14	18	16	18
Colorfast, colors stay bright, white doesn't discolor -----	5	3	3	3	4	4	9	4	3
Washes easily, easy to clean, easily laundered -----	4	6	8	7	18	9	7	5	16
Doesn't mat, get harsh, stiff after washing -----	3	7	4	5	3	6	2	2	8
Soil resistant; doesn't show soil, stays clean longer -----	2	3	3	1	2	1	--	2	1
Washable -----	2	2	5	6	7	4	4	2	4
Can be washed at home -----	2	3	--	3	3	4	2	--	4
Can be washed in washing machine -----	1	3	6	5	3	1	4	4	1
Easy to care for -----	1	--	1	2	1	2	--	--	--
Dry cleans well -----	1	--	--	--	--	1	2	2	--
Dries quickly -----	*	3	1	3	4	1	5	4	18
Appearance -----	19	17	16	16	8	10	21	12	3
Like color; comes in pretty/wide variety of colors -----	12	11	10	11	6	8	11	5	--
Looks nice, pretty, beautiful, attractive -----	6	5	4	5	2	1	7	5	3
Like binding, satin binding -----	1	2	--	--	--	1	4	--	--
All other appearance characteristics -----	1	--	2	--	*	--	4	2	--
Durability: Wears well, durable -----	18	14	4	11	9	19	4	5	5
Performance characteristics -----	4	4	8	8	3	4	11	5	7
Wool fuzz doesn't come off; not linty -----	2	3	7	6	2	3	4	2	5
Doesn't slip, slide; stays on bed -----	1	1	1	1	1	*	2	2	--
Stays fluffy -----	1	--	--	2	*	1	5	2	3
Properties pertaining to electric blankets only: Single/dual control, can control heat, uniform temperature -----	4	6	6	9	4	2	--	15	4
Size: Size wanted, super size -----	2	2	4	2	2	4	2	2	--
Construction characteristics: Smooth, closely woven, firm weave -----	1	1	2	--	1	--	--	--	3
Mothproof; no moth problem -----	1	1	4	3	1	1	2	--	7
Price: Less expensive; right price, on sale -----	1	6	1	1	4	4	--	2	1
Nothing particularly liked -----	2	2	1	2	3	1	4	2	--
All other reasons -----	1	--	--	2	1	1	--	--	1
Not ascertained -----	1	1	--	--	2	1	--	2	3
Number who have used last blanket acquired -----	1,153	118	93	88	307	340	57	55	74

^{1/} Percentages may add to more than group totals and these add to more than 100 because some users gave more than 1 reply.
^{2/} Asterisk denotes less than 1 percent.

Table 74.--Owners who disliked some attribute of last blanket acquired, by fiber

Fibers	Dislike something about blankets	Number who have used last blanket acquired
	Percent	Number
Wool -----	19	1,153
Wool and rayon -----	19	118
Wool and nylon -----	19	93
Other wool mixtures -----	12	88
Cotton -----	13	307
Cotton and wool -----	15	340
Cotton and synthetics -----	19	57
Other cotton mixtures -----	20	55
Synthetics and synthetic mixtures --	20	74

Table 75.--Reasons for disliking last blanket acquired and used, by fiber ^{1/}

Reasons	Wool		Wool and cotton	
	Percent		Percent	
Care and laundering characteristics -----	38		27	
Doesn't hold shape; stretches, shrinks -----	22		12	
Has to be dry cleaned -----	7		--	
Mats, gets harsh, stiff after washing -----	5		4	
Difficult to wash -----	4		6	
Not colorfast, faded, color ran -----	2		2	
Doesn't wash, launder well -----	2		--	
Not soil resistant, spots easily, picks up lint -----	2/*		2	
All other care and laundering characteristics -----	2		4	
Comfort characteristics -----	30		27	
Scratches, irritates skin, not nonallergenic -	22		20	
Too warm -----	6		--	
Too heavy, bulky -----	3		6	
Not warm -----	1		--	
Too thin, not heavy enough -----	1		--	
All other comfort characteristics -----	1		2	
Performance -----	15		25	
Wool, fuzz comes off; gets linty -----	14		25	
Slides off bed -----	1		--	
Not mothproof -----	7		--	
Durability -----	7		20	
Binding wears out -----	6		18	
Doesn't wear well -----	1		2	
Properties pertaining to electric blankets only:				
Electrical difficulties; afraid of it; can't see dial in dark, etc. -----	5		--	2
Size: Not big enough -----	4		--	2
Appearance: Dislike color -----	2		--	2
Price: Too expensive -----	2		--	--
All other reasons -----	--		--	6
Number of users expressing dissatisfaction with fiber -----	215		51	

^{1/} Percentages add to more than the group totals and these add to more than 100 because some users gave more than 1 reply.

^{2/} Asterisk denotes less than 1 percent.

Table 76.--Type of blanket preferred, by selected characteristics

Selected characteristics	Type		Owners of blankets
	Regular	Electric	
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
<u>Total</u> -----	<u>85</u>	<u>15</u>	<u>2,546</u>
<u>Size of city</u>			
1,000,000 and over ---	89	11	581
2,500 - 999,999 -----	82	18	1,002
Under 2,500 -----	85	15	963
<u>Income</u>			
Lower -----	90	10	832
Middle -----	83	17	685
Upper -----	80	20	836

Table 77.--Reasons for preferring a regular blanket ^{1/}

Reasons	Total
	<u>Percent</u>
Electric blanket dangerous; afraid of electricity/fire, don't want to sleep with electricity -----	34
Same warmth from regular blanket: Regular blanket just as warm as electric; regular blanket warm enough as apartment is heated	19
Price: Regular blanket less expensive -----	15
Electric blanket too warm: Don't require that much heat; can't control temperature -----	12
Habit: Have always used regular blankets; satisfied with regular, never owned an electric blanket -----	6
Washability: Regular blanket easier to wash -----	5
Not interested, don't like new fangled ideas -----	4
Don't know anything about electric -----	4
Electric too expensive to operate -----	2
Regular more durable -----	2
Just don't like electric blanket -----	1
Regular type more practical with children -----	1
Regular easier to care for -----	1
Unable to operate electric: No electricity, no plug in bedroom -----	1
Current might go off -----	1
Have an electric blanket - don't need another -----	1
More weight: Like the weight of more blankets -----	1
Electric requires repairing -----	1
Regular blanket healthier -----	1
All other reasons -----	4
Number who would select a regular blanket -----	2,141

^{1/} Percentages add to more than 100 because some owners gave more than 1 reply.

Table 78.--Reasons for preferring an electric blanket 1/

Reasons	Total
	<u>Percent</u>
Can select amount of heat wanted; even temperature -----	32
Less bedding: Only 1 blanket needed ----	31
Lightweight -----	16
Warm, warmer -----	15
Light but warm -----	10
Curiosity, would just like to try -----	6
Satisfactory past experience -----	6
Dual control -----	5
Recommendation: Recommended by friends, relatives -----	5
Storage: Less storage space required ---	3
All other reasons -----	7
Don't know -----	2
Number who would select an electric blanket -----	391

1/ Percentages add to more than 100 because some owners gave more than 1 reply.

Table 79.--Reasons for preferring a particular fiber for regular blankets 1/

Reasons	Wool		Wool and nylon		Wool and rayon		Other wool mixtures		Cotton		Cotton and wool		Other cotton mixtures		Nylon		Other synthetics and synthetic mixtures	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Comfort characteristics -----	81	66	68	66	68	66	66	68	68	66	72	62	60	56				
Warm (general) -----	64	41	34	26	21	36	36	34	17	19	31	19	25	27				
Lightweight, not too heavy -----	18	26	21	9	5	21	8	15	12	25	6	6	33	34				
Warmth without weight; need fewer blankets -----	11	9	5	10	10	10	2	1	13	9	7	9	10	6				
Soft, feels soft; feels good next to body -----	8	10	2	1	2	2	2	2	2	--	5	--	1	11				
Right weight, right weight for climate -----	1	6	13	13	13	13	13	29	23	19	23	19	10	1				
Doesn't scratch, irritate skin, not sticky, nonallergenic -----	2/*													5				
Not too warm; good for summer; cooler; don't need too much warmth -----	*	--	5	21	5	4	4	8	7	5	7	5	--	1				
Durability: Wears well, durable -----	32	60	23	60	55	--	19	--	6	--	14	18	56	13			15	66
Care and laundering characteristics -----	22	24	19	24	19	18	46	49	42	--	42	--	73	--				
Washes well -----	7	10	13	10	13	10	10	6	9	9	14	8	15	11				
Holds shape; doesn't stretch, shrink -----	3	3	2	3	2	2	2	5	14	14	3	8	21	25				
Washable -----	3	15	16	15	16	15	15	10	3	13	10	4	5	4				
Washes easily, easy to clean, easily laundered -----	3	2	2	2	2	2	2	22	2	13	10	4	18	15				
Can be washed at home -----	2	1	2	1	2	1	1	3	5	4	5	4	2	4				
Easy to care for -----	2	3	2	3	2	2	2	2	2	4	2	4	8	4				
Colorfast, colors stay bright, white doesn't discolor -----	1	2	3	2	--	1	2	1	2	2	--	2	2	3				
Doesn't mat, get harsh, stiff after washing -----	1	3	3	3	3	2	2	2	2	6	2	6	1	8				
Soil resistant; doesn't show soil, stays clean longer -----	1	--	2	--	2	2	8	1	*	--	*	--	3	2				
Dries quickly -----	--	10	2	10	2	8	8	1	1	12	--	12	14	20				
Appearance: Looks nice, pretty, beautiful, attractive, like color -----	6	6	10	6	10	--	4	1	2	9	2	9	--	12			9	--
Habit; have always used that fiber -----	4	1	--	1	--	2	2	1	1	--	1	--	--	--			--	--
Past experience: Good service from one used previously -----	3	5	3	5	3	4	4	1	4	4	4	4	2	5			5	--
Performance characteristics: Wool fuzz doesn't come off; not linty -----	2	7	5	7	5	5	5	3	4	9	4	9	13	8			8	--
Price: Less expensive; right price, on sale -----	2	4	8	4	8	--	8	19	--	--	12	--	12	3			3	--
Mothproof; no moth problem -----	*	5	2	5	2	3	3	1	1	4	1	4	8	4			4	--
Number preferring regular blanket and the fiber -----	894	102	62	96	315	284	85	91	106									

1/ Percentages may add to more than the group totals and these add to more than 100 because some respondents gave more than 1 reply.

2/ Asterisk denotes less than 1 percent.

Table 80.--Owners who disliked some attribute of fiber preferred for regular blankets

Fibers	Dislike something about fiber	Number preferring a regular blanket
	Percent	Number
Wool -----	13	894
Wool and rayon -----	5	102
Wool and nylon -----	3	62
Other wool mixtures -----	5	96
Cotton -----	6	315
Cotton and wool -----	5	284
Other cotton mixtures -----	1	85
Nylon -----	9	91
Other synthetics and synthetic mixtures -----	7	106

Table 81.--Dislikes expressed by those preferring wool for regular blankets ^{1/}

Reasons	Wool	
	Percent	
Care and laundering characteristics -----		40
Doesn't hold shape; stretches, shrinks -----	25	
Has to be dry cleaned -----	9	
Difficult to wash -----	8	
Mats, gets harsh, stiff after washing -----	4	
Doesn't wash, launder well -----	1	
All other care and laundering characteristics -----	1	
Comfort characteristics -----		40
Scratches, irritates skin, not nonallergenic, harsh -----	36	
Too warm -----	3	
Too heavy, bulky -----	2	
Not warm -----	1	
All other comfort characteristics -----	1	
Performance -----		18
Wool, fuzz comes off; gets linty -----	15	
Slides off bed -----	2	
All other performance characteristics -----	1	
Not mothproof -----		9
Price: Too expensive -----		3
Durability, doesn't wear well -----		2
All other reasons -----		1
Number expressing dissatisfaction with fiber -----	114	

^{1/} Percentages may add to more than the group totals and these add to more than 100 because some respondents gave more than 1 reply.

Table 82.--Ownership and use of table coverings by type and selected characteristics

Selected characteristics	Type of table coverings								Cases
	Regular full-size tablecloths		Luncheon or bridge sets		Sets of place mats		Number		
	Own	Have used	Own	Have used	Own	Have used			
<u>Total</u> -----	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>2,709</u>	
<u>Size of city</u>									
1,000,000 and over ---	90	84	61	48	40	32		622	
2,500 - 999,999 -----	91	83	76	62	45	37		1,054	
Under 2,500 -----	89	80	61	47	30	22		1,033	
<u>Age</u>									
15 - 29 years -----	81	74	64	52	37	30		464	
30 - 44 years -----	91	86	68	53	38	29		976	
45 - 64 years -----	93	87	70	57	39	31		919	
65 years and over ----	88	74	60	44	37	30		350	
<u>Income</u>									
Lower -----	85	76	52	41	26	19		923	
Middle -----	90	84	70	54	36	28		716	
Upper -----	95	89	81	66	52	42		870	
<u>Education</u>									
Grade school -----	85	76	50	39	20	15		866	
High school -----	91	85	71	56	41	32		1,382	
College -----	94	87	87	72	65	53		443	

Table 83.--Types of table coverings used within the past year and way in which they were acquired 1/

Way in which acquired	Type of table coverings		
	Regular full-size tablecloths	Luncheon or bridge sets	Sets of place mats
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Purchased -----	73	67	70
Received as gift -----	63	70	48
Number of users -----	2,232	1,437	818

1/ Percentages add to more than 100 because some users named more than 1 way of acquiring.

Table 84.--Meals at which table coverings are used, by type and frequency of use

Meals at which used and type	Frequency			Users
	Regularly	Occasionally	Never	
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Number</u>
<u>Breakfast</u>				
Regular full-size tablecloth	17	16	67	2,232
Luncheon or bridge set -----	22	30	48	1,437
Sets of place mats -----	40	32	28	818
<u>Luncheon</u>				
Regular full-size tablecloth	18	35	47	2,232
Luncheon or bridge sets -----	22	51	27	1,437
Sets of place mats -----	35	46	19	818
<u>Dinner</u>				
Regular full-size tablecloths	29	62	9	2,232
Luncheon or bridge sets -----	23	48	29	1,437
Sets of place mats -----	33	45	22	818

Table 85.--Occasions other than meals for which table coverings are used, by type 1/

Occasion	Regular full-size tablecloths	Luncheon or bridge sets	Sets of place mats
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
For company, guests -----	21	13	8
Parties, bridge parties -----	6	15	3
Holidays, Sundays -----	5	1	1
Snacks, coffee breaks -----	<u>2/</u> *	2	3
All other occasions -----	1	2	1
Number of users -----	2,232	1,437	818

1/ Percentages add to less than 100 because most users did not name any other occasion.

2/ Asterisk denotes less than 1 percent.

Table 86.--Reasons for nonuse of table coverings, by type 1/

Reasons	Regular full-size tablecloths	Luncheon or bridge sets	Sets of place mats
	Percent	Percent	Percent
Just never bought any; just started housekeeping	5	5	15
No need for them; don't entertain, eat out -----	21	32	14
Don't care for them, too much trouble, bother ---	3	3	14
Tablecloth looks better, like a tablecloth -----	--	--	11
Leave table top uncovered, have permanent table top -----	20	14	11
Use other type covering, oilcloth, plastic place mats, trays -----	6	10	9
Too much washing and/or ironing -----	12	9	6
Like table covered, protected -----	--	--	6
Impractical with children -----	2	--	4
Can't afford -----	4	3	3
Don't have suitable table -----	22	26	2
Have no dining room -----	4	--	--
All other reasons -----	4	3	11
Don't know -----	4	5	4
Nonowners and owners who have not used type mentioned within the past year -----	477	1,272	1,891

1/ Percentages add to more than 100 because some nonusers gave more than 1 reply.

Table 87.--Ownership of table coverings used within the past year, by type and fiber 1/

Fiber	Total users of any table coverings	Type		
		Regular full-size tablecloths	Luncheon or bridge sets	Sets of place mats
	Percent	Percent	Percent	Percent
Cotton -----	84	70	82	37
Cotton and rayon -----	12	11	6	2
Other cotton mixtures -----	3	2	1	2
Linen -----	50	49	37	19
Plastic -----	31	12	6	56
Rayon -----	9	7	6	1
Straw, bamboo, grass -----	4	--	2/ *	13
Oilcloth -----	4	4	*	*
Lace and crochet -----	3	3	*	1
Other fiber and materials -----	3	1	1	6
Other mixtures -----	1	1	1	1
Not ascertained -----	2	1	1	2
Number of users -----	2,467	2,232	1,437	818

1/ Percentages add to more than 100 because some users named more than 1 fiber.

2/ Asterisk denotes less than 1 percent.

Table 88.--Ownership of regular full-size tablecloths used within the past year by selected characteristics and fiber ^{1/}

Selected characteristics	Cotton	Cotton and rayon	Other cotton mixtures	Linen	Plastic	Rayon	Oil-cloth	Lace and crochet	Users of regular full-size table-cloths
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total -----	<u>70</u>	<u>11</u>	<u>2</u>	<u>49</u>	<u>12</u>	<u>7</u>	<u>4</u>	<u>3</u>	<u>2,232</u>
Size of city									
1,000,000 and over	65	12	1	49	14	7	7	2	525
2,500 - 999,999 ---	67	10	2	53	8	8	3	4	876
Under 2,500 -----	77	12	2	44	16	7	8	2	831
Age									
15 - 29 years -----	73	13	2	36	13	6	4	2	342
30 - 44 years -----	72	11	2	45	12	5	4	3	837
45 - 64 years -----	69	10	2	56	13	11	4	3	795
65 years and over -	65	10	1	55	14	4	9	3	258
Income									
Lower -----	69	7	2	37	19	5	10	2	698
Middle -----	75	13	1	44	10	7	3	4	598
Upper -----	68	13	2	61	9	10	1	2	778
Education									
Grade school -----	73	9	2	37	17	5	10	1	662
High school -----	71	12	2	49	11	7	3	3	1,171
College -----	66	12	2	66	9	13	1	5	385

^{1/} Percentages add to more than 100 because some users named more than 1 fiber.

Table 89.---Ownership of luncheon or bridge sets used within the past year, by selected characteristics and fiber 1/

Selected characteristics	Cotton	Cotton and rayon	Other cotton mixtures	Linen	Plastic	Rayon	Users of luncheon or bridge sets
	Percent	Percent	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>82</u>	<u>6</u>	<u>1</u>	<u>37</u>	<u>6</u>	<u>6</u>	<u>1,437</u>
<u>Size of city</u>							
1,000,000 and over ---	76	7	2	43	5	4	297
2,500 - 999,999 -----	80	6	2	38	8	7	657
Under 2,500 -----	89	7	1	30	4	6	483
<u>Age</u>							
15 - 29 years -----	86	8	3	26	5	6	239
30 - 44 years -----	86	7	1	33	4	6	517
45 - 64 years -----	78	6	2	45	7	7	527
65 years and over ---	81	5	--	37	12	5	154
<u>Income</u>							
Lower -----	82	4	1	28	9	4	374
Middle -----	89	8	1	31	5	6	389
Upper -----	80	7	2	45	5	7	572
<u>Education</u>							
Grade school -----	88	4	2	24	9	6	336
High school -----	82	8	1	33	5	6	776
College -----	78	6	1	59	6	6	317

1/ Percentages add to more than 100 because some users named more than 1 fiber.

Table 90.--Ownership of sets of place mats used within the past year by selected characteristics and fiber $\frac{1}{2}$

Selected characteristics	Cotton	Cotton and rayon	Other cotton mixtures	Plastic	Linen	Straw, bamboo, grass	Rayon	Users of sets of place mats
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
<u>Total</u> -----	<u>37</u>	<u>2</u>	<u>2</u>	<u>56</u>	<u>19</u>	<u>13</u>	<u>1</u>	<u>818</u>
<u>Size of city</u>								
1,000,000 and over	38	2	1	56	22	14	2	198
2,500 - 999,999 ---	33	2	1	58	20	14	1	390
Under 2,500 -----	44	1	3	52	16	12	--	230
<u>Age</u>								
15 - 29 years -----	36	1	1	57	20	12	2	138
30 - 44 years -----	39	2	1	53	15	13	2/*	286
45 - 64 years -----	35	1	2	58	22	14	1	288
65 years and over -	41	2	3	57	24	13	--	106
<u>Income</u>								
Lower -----	43	1	2	53	13	10	1	178
Middle -----	36	1	1	55	14	9	2	200
Upper -----	37	2	2	59	24	15	1	369
<u>Education</u>								
Grade school -----	35	1	2	58	5	7	1	132
High school -----	33	2	1	56	17	11	1	442
College -----	46	1	2	55	30	20	1	235

$\frac{1}{2}$ Percentages add to more than 100 because some users named more than 1 fiber.

2/ Asterisk denotes less than 1 percent.

Crossley, S-D Surveys, Inc.
642 Fifth Avenue
New York 19, New York

With the exception of check-box material, Office-record information, and free-answer space, the questionnaire used for this study is reproduced below.

Budget Bureau No. 40-5772.1.
Expiration Date 12-31-57

HOMEMAKERS' FIBER PREFERENCE STUDY

SECTION I - LIVING ROOM DRAPERIES

We are making a survey for the United States Department of Agriculture to find out the kinds of household furnishings you are using in your home, such as draperies, bed linens and rugs.

(To be asked about those living room draperies, not curtains, actually used within the past year.)

1. Do you have draperies, not curtains, for your living room that you have used within the past year? (either ready-made or self-made)

IF "NO", SKIP TO SECTION II - IF "YES", CONTINUE

- 2a. How many different pair(s) of draperies have you used in your living room within the past year?
b. What fiber(s) is each pair made of? (If blend of fibers mentioned, circle predominating fiber.)
c. Are the _____ draperies sheer, semi-sheer or opaque (can't see through)?
(name each fiber)

3. If you were going out to buy new draperies for your living room, what fiber would you be most likely to select? 4. Why would you select _____?

(name fiber)

5. Is there anything about _____ for living room drapes that you don't especially like?
(name fiber)

IF "YES" - 6. What don't you like about it?

SECTION II - RUGS

Now I'd like to talk with you about the different rugs, carpets and other floor coverings you have here in your home.

1. First, would you tell me how many rooms you have in your house and what they are? (Do not include kitchen, bathrooms, hallways, recreation room or attic.)

HAND CARD A TO RESPONDENT

CARD A -- RUGS

WALL TO WALL FLOOR COVERING:--Any rug or carpet fastened to floor--extending from wall to wall (excluding any hard surface flooring such as linoleum).

ROOM SIZE RUG:--Any rug or carpet that is larger than 4 ft. x 6 ft. (excluding any hard surface flooring such as linoleum).

SCATTER RUGS:--Any rug that is 4ft. x 6 ft. or smaller. (bathmats, cork and linoleum scatter rugs are excluded).

HARD SURFACE FLOOR COVERING:--Congoleum, linoleum and other felt base floor coverings, as well as cork tile, rubber tile, asphalt tile, vinyl or sandran.

On this card are listed the different types of floor coverings we're interested in.

2. Which of these do you have for use in the _____ and how many do you have of each? -
(name room)

We are interested in all the rugs and carpets you have used in the past year regardless of whether they are now in storage or not on the floor for any reason.

IF NO RUGS OR CARPETS, SKIP TO SECTION V

3. Now just to check myself on the information you've just given me, I've counted rug (s); what fiber is it (are they) made of and how many do you have of _____ (number) (name type) each? (Ask for each type and record the number and fiber of each type owned. If blend of fibers mentioned circle predominating fiber).

SECTION III - LIVING ROOM RUGS

(To be filled in by interviewer from Section II, Question 2.) Respondent has wall to wall, room size rug, or scatter rug in living room (exclude hard surface)

IF "NO", SKIP TO SECTION IV, -- IF "YES"

- (a) If wall to wall and scatter used in living room, continue and ask only about wall to wall.
(b) If room size and scatter used in living room, continue and ask only about room size.
(c) If only scatter rugs used in living room, SKIP TO SCATTER RUGS.

1. Now I'd like to talk about your living room rug; you have told me that you have _____ rug.
What fiber is it made of? (name type)

IF "WALL TO WALL", SKIP TO Q. 8 - IF "ROOM SIZE", CONTINUE

2. Do you usually use this (these) rug(s) in your living room all the year round?

IF "YES", SKIP TO Q. 8 - IF "NO", CONTINUE

3. What seasons isn't it used? 4. Do you usually use any other rug during these seasons?

IF "NO", GO TO Q. 8 - IF "YES", CONTINUE

5. What fiber is the other rug made of?

6. Why do you change rugs?

7. Now just to check what I have - What is the fiber of the living room rug you usually use most of the year?

ASK EVERYONE

8. Is your living room rug woven or tufted? 9. When did you get this rug?

10. When you selected it in a store, was it ready made to size, or was it cut from a roll?

11. Now let's talk about the care of your living room rug. In your everyday cleaning and care of the rug, have you found it difficult to clean or take care of?

IF "NO", SKIP TO Q. 13 - IF "YES", CONTINUE -- 12. In what way is it difficult to clean?

13. Aside from everyday care - have you ever had it commercially cleaned, cleaned at home by a commercial firm or given the entire rug a special cleaning yourself? (if not cleaned skip to Q.17.)

14. (For each "yes" - "cleaned" in Q. 13) How often during the past year?

15. In any case - when you had it _____ cleaned were you completely satisfied, fairly satisfied, or not satisfied at all with the results of this method(s) of cleaning?

16. (If Fairly Satisfied or Not Satisfied) In what way were you not satisfied?

17. Having had and used this rug in your living room for some time, would you say you are -

Completely satisfied with the way the rug has worn

Fairly satisfied with the way the rug has worn

Not satisfied at all with the way the rug has worn

18. In any case, what things do you especially like about your _____ rug?

19. What things don't you like about it? (name fiber)

20. If you were going out today to buy a new floor covering for your living room, what fiber would you be most likely to select?

21. Why would you select _____

(name fiber)

22. Is there anything you don't especially like about _____?

(name fiber)

IF "NO", SKIP TO SECTION IV -- IF "YES", CONTINUE -- 23. What is it?

(SKIP TO SECTION IV)

ASK IF ONLY SCATTER RUGS IN LIVING ROOM

(To be filled in by interviewer from SECTION II, Question 2)

Respondent has only scatter rugs in Living Room (exclude hard surface)

24. You have told me that you use only scatter rugs in your living room. What fibers are they made of?

25. What things do you specifically like about your _____ scatter rugs?

26. What things don't you like about them? (name fiber)

27. If you were going out today to buy new floor covering for your living room, what type would you be most likely to select?

IF SCATTER SKIP TO SECTION IV -- IF WALL TO WALL OR ROOM SIZE, CONTINUE

28. What fiber would you be most likely to select? - 29. Why would you select this _____?

30. Is there anything you don't especially like about this _____? (name fiber)

(name fiber)

IF "NO", SKIP TO SECTION IV - IF "YES", CONTINUE

31. What is it?

SECTION IV - MASTER BEDROOM RUGS

(To be filled in by interviewer from Section II, Question 2)

Respondent has wall to wall, room size or scatter rugs in Master Bedroom (exclude hard surface)

IF "NO" SKIP TO SECTION V - IF "YES"

(a) If wall to wall or room size used in Master Bedroom Continue

(b) If only scatter rugs used in Master Bedroom SKIP TO SCATTER RUGS

1. You have told me that you have _____ rug in your master bedroom. What fiber is it made of?
(name type)
2. When did you get this rug? - 3. Did you get it originally for use in the bedroom?

IF "YES" GO TO Q. 5 - IF "NO" CONTINUE -- 4. For what room was it originally intended?

5. Having had and used this rug for sometime in the Master Bedroom, would you say that you are -
completely satisfied with the way the rug has worn
fairly satisfied with the way the rug has worn
not satisfied at all with the way the rug has worn?
6. In any case, what things do you especially like about your _____?
7. What don't you like about it? (name fiber)
8. If you were going out today to buy new floor covering for your bedroom, what fiber would you be most likely to select? -- 9. Why would you select _____?
(name fiber)
10. Is there anything you don't especially like about this _____?
(name fiber)

IF "NO" SKIP TO SECTION V - IF "YES" CONTINUE --

11. What is it?

SKIP TO SECTION V

ASK IF ONLY SCATTER RUGS IN MASTER BEDROOM

(To be filled in by interviewer from Section II, Question 2)

Respondent has only scatter rugs in Master Bedroom (exclude hard surface).

12. You have told me that you have only scatter rugs in your master bedroom. What fibers are they made of?
13. What things do you especially like about your _____ scatter rugs?
14. What things don't you like about them? (name fiber)
15. If you were going out today to buy new floor covering for your master bedroom, what type would you be most likely to select?
- IF SCATTER SKIP TO SECTION V - IF WALL TO WALL OR ROOM SIZE, CONTINUE
16. What fiber would you be most likely to select? - 17. Why would you select _____?
18. Is there anything you don't especially like about _____?
(name fiber) (name fiber)
- IF "NO", SKIP TO SECTION V - IF "YES", CONTINUE -- 19. What is it?

SECTION V - BEDSPREADS

(To be asked about those bedspreads actually used within the past year)

- 1a. Do you use bedspreads? - IF "NO" ASK Q. 1b and SKIP TO SECTION VI - IF "YES" CONTINUE WITH Q. 1c
- b. Is there any particular reason why you don't use bedspreads?
- c. How many single bedspreads have you used in the past year?
How many double bedspreads have you used in the past year?
- 2a. What fibers are your bedspreads made of and how many of each do you have?
(If blend of fibers mentioned, circle predominating fiber.)
- b. (For each fiber or blend) How many of your (name fibers) bedspreads are tufted and how many are woven? (name fibers).
- Now I would like to talk to you about the care of your bedspreads.
- 3a. (For each fiber or blend) Are your (name fiber(s)) bedspreads usually washed at home, at a commercial laundry, or are they dry cleaned?
- b. (For each method of cleaning used) About how often do you usually have your (name fiber(s)) bedspreads (washed at home), washed at a (commercial laundry), (dry cleaned)?
- 4a. Aside from changing spreads for washing purposes--do you use the same kind of bedspread all the year around--or do you change from time to time?
- b. (If change from time to time) Do you change for : Summer, Fall, Winter, Spring, All Four, Special Occasions (specify)
Other reasons (specify) ?

5. If you were going out today to buy a new bedspread what fiber would you be most likely to select?
6. Why would you select _____? 7. Is there anything you don't especially like about
(name fiber) (name fiber) for bedspreads?
8. IF "YES": What don't you like about it? - 9. Would you be most likely to select a woven or a
10. Why would you select a _____ bedspread? tufted bedspread?
(name type)
12. IF "YES": What don't you like about it? 11. Is there anything you don't especially like
about a _____ bedspread?
(name type)

SECTION VI - BED LINEN

Now let's talk about bed linen.

1. Have you gotten any new sheets within the past year? (Purchase or Gift)
IF "NO", SKIP TO SECTION VII - IF "YES", CONTINUE -- 2. What fibers are these sheets made of?
3. Did you receive your _____ sheets as a gift or buy them yourself?
(name fiber) (Ask for each fiber checked in Question 2).
IF "NYLON" NOT MENTIONED, SKIP TO SECTION VII - IF "NYLON" MENTIONED, CONTINUE
IF "NYLON" PURCHASED -- 4. How did you happen to buy nylon sheets?
ALL NYLON OWNERS -
5a. Are your nylon sheets made of woven or knitted nylon?
b. Have you used your nylon sheets as yet? IF "NO", SKIP TO SECTION VII - IF "YES", CONTINUE
c. Now that you've had and used your nylon sheets for a while, would you say you are:
1) completely satisfied with them
2) fairly satisfied with them
3) not satisfied at all
6. What things do you especially like about them?
7. Is there anything about your nylon sheets that you don't especially like?
IF "NO", SKIP TO Q. 9 - IF "YES", CONTINUE -- 8. What don't you like about them?
9. The next time you buy sheets will you buy nylon?
IF "YES", SKIP TO SECTION VII - IF "NO", ASK Qs. 10, 11 and 12
10. Why won't you? 11. What fiber will you buy? 12. Why is that?

SECTION VII - BEDCOVERINGS

While we're talking about items used in the bedroom, I'd like to ask you a few questions about bedcoverings.

- 1a. Which of these different bedcoverings have you or your family used within the past year ?
a. Comforters, b. Quilts, c. Regular Blankets, d. Electric Blankets
e. Any other items used as bedcoverings (Specify)
IF BLANKET(S) NOT USED ITEMS c OR d
b. Why is it that you don't use blankets? (Skip to Section VIII)

IF BLANKET(S) USED

Now let's talk about the last blanket you got for your own use (by blankets we mean - either a regular or an electric one) -- whether as a gift or bought by you.

2. Do you recall when you got it? 3. Is it a regular blanket or an electric blanket?
4. What fiber is this blanket made of? 5. Was it a gift or did you buy it yourself?
IF "GIFT", SKIP TO Q. 8 - IF "PURCHASE", CONTINUE
6. What were the important reasons why you selected this _____ blanket?
(name fiber)
7. All things considered, just how important was the kind of fiber the blanket was made of when you were deciding whether or not to buy it - would you say it was -
1. most important 2. very important 3. fairly important 4. not important
8. Have you used this blanket as yet? - IF "NO", SKIP TO QUESTION 13 - IF "YES", CONTINUE
9. Now that you've had and used this blanket for a while, would you say you are -
completely satisfied with it
fairly satisfied with it
not satisfied at all

10. What is it that you especially like about this particular blanket(s)?
11. Is there anything that you don't especially like about it? - 12. IF "YES" What is it?
13. If you were going out today to buy a new blanket for your own use - would you be most likely to select a regular or an electric blanket? -- 14. Why is that?
IF "ELECTRIC", SKIP TO SECTION VIII - IF "REGULAR", CONTINUE
15. What fiber would you be most likely to select? - 16. Why would you select _____?
(name fiber)
17. Is there anything you don't especially like about _____? 18. IF "YES" What is it?
(name fiber)

SECTION VIII - TABLE CLOTHS OR TABLE COVERINGS

1. Which of the following kinds of table cloths or table coverings do you own?
Luncheon or Bridge Sets? Regular Full-Size? Sets of Place Mats?

FOR EACH TYPE OWNED

2. Have you used any of your _____ in the past year?
(name type)

FOR THOSE NOT OWNED OR NOT USED

3. Why don't you use: a) Luncheon or Bridge Sets? b) Regular Full-Size? c) Sets of Place Mats?

FOR EACH TYPE USED IN PAST YEAR ("YES" TO Q. 2)

4. Do you use your _____ regularly, occasionally or never for : Breakfast, Lunch, Dinner, or
(name type) Other Occasions (write in)
5. Now, of those you've used in the past year, what fibers are your _____ made of and how
many do you have of each? (name type)
6. Did you receive any of these _____ as a gift? Did you buy any of them?
(name type)

